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NATIONAL FILM THEATRE OF AUSTRALIA
FOX 174 C.B.C. SYDNEY N.S.W. 2001

THE
NEW

Paramount PUNCH

for 1932

Vol. 6.—No. 1.

SYDNEY, AUSTRALIA.

August 18th, 1932



Mr. William J. Clark.

WE'RE OFF!

QUIETLY but effectively the Sales Force has already lined up a new volume of increased business for PARAMOUNT WEEK and the MONTH OF SEPTEMBER

Now, with this first issue of the New 1932 PARAMOUNT PUNCH, dedicated to the success of the Sales Campaign, I take this means of asking the unswerving help and extra assistance of every executive and employee in the organisation to help us make September a record of the greatest business ever done by Paramount in Australia, New Zealand and the Far East.

Under the efficient reorganisation in the Studios, our Product of Big Names and Big Pictures is once more "the best show in town", anywhere. The mountain in the trade mark has turned into a volcano of blazing Box Office hits. Paramount is again back into its old leadership.

Head Office and every Department is fired with action to give every Branch the best of service in Prints and Ad. Sales

Every possibility must be approached. Every prospect must be SOLD. And with every confidence in you, I know "there's plenty of Punch in the Blue Ribbon Bunch" to make PARAMOUNT WEEK and SEPTEMBER only the beginning of Paramount's PARAMOUNT YEAR.

William J. Clark.

IT'S ON EVERYONE'S LIPS! ... IT'S IN THE AIR!

PARAMOUNT WEEK AND SEPTEMBER DESTINED TO BE VOLCANO OF NEW BOX OFFICE BUSINESS.

BACKED by a wealth of exceptional Box Office hits, and fired by a spontaneous spirit of enthusiasm throughout the organisation, Paramount Week (September 3-10), and the rest of September will go down in Paramount history as an enviable record of new achievements in Film Rental and Ad. Sales business.

It's in the air and on the lips of every person that has this business at heart, that Paramount Product is again blazing forth in Quality, Big Box Office Names, and new showmanship.

CASH COLLECTIONS

**NO SALE COMPLETE
WITHOUT PAYMENT.**

(By J. A. Sixsmith.)

WHILST striving to surpass the other fellow during "Paramount Month", remember that no sale is complete until payment is received therefor. It is all very well to have sales running into large figures, but this is one instance where figures may lie—unless we have the money actually in hand. Never before has there been such a need for money, and I do appeal to every Manager, Accountant and Salesman to co-operate in this vital matter. Do not be content merely to collect money in respect of present outstandings. Secure an advance payment wherever possible, and positively follow that course in the case of a doubtful account. Also review all the large amounts written off over the last few years and see if you cannot collect at least a percentage of these. Let us finish the drive not only having made wonderful sales, but with a clean sheet as regards Book Debts.

Remember we are in a worse position by making a sale and not collecting the cash than we would be did we not make the sale at

Once again Paramount has forged ahead to the leadership of the industry with attractions like "One Hour With You", "This Is the Night", "Devil and the Deep", and "Love Me To-night".

It's in the air and on everyone's lips in the organisation that Mr. Clark's first letter of April 5, inaugurating the Paramount Week and September Drive, will be reflected in better and, in most cases, solid bookings of every Paramount print available as well as big figures in Ad. Sales.

The New 1932

PARAMOUNT PUNCH
Vol. 6.—No. 1. Aug. 18, 1932.

Hereafter published every Wednesday by Paramount Film Service, Ltd., Head Office, Sydney, Australia, in the interests of the Paramount organisation in Australia, New Zealand and the Far East.

Dedicated to the fighting Sales Campaign for Paramount Week, and the rest of 1932.

CONTENTS ARE STRICTLY
CONFIDENTIAL.

W. J. CLARK,
Managing Director.

all, in that a liability is incurred to the Producer but without funds to fulfil that obligation—to say nothing of the loss of a possibility.

Even if I have failed to express all I feel, I know that I can depend upon the wholehearted support and co-operation of all in the vital matter of cash collections.

Mr. Clark's urge to put over this Drive in triumph has been taken up with enthusiasm and vigor by General Sales Manager Hurworth and all District and Branch Managers, collectively and individually. The co-ordination of every executive and department head in writing one another, passing on challenges and suggestions for increased bookings and sales, has been an inspiration.

Watch NOVEMBER!



Prepare for November.

THERE'S PLENTY OF PUNCH IN THE BLUE RIBBON BUNCH.

Mr. Hicks Keenly Interested in Paramount Month Drive.



Mr. JOHN W. HICKS, JR.

**"NEXT YEAR IS
PARAMOUNT'S
YEAR", SAYS
HURWORTH.**

INDUSTRY ON ITS TOES.

"WE of Paramount know that our new product for 1933 is going to be something right out of the box," says General Sales Manager Hurworth, "but the rest of the industry knows it also. This is evidenced by the fact that for weeks now we have had numerous requests from exhibitors, both big and small, to sign on the dotted line for next year. They know as well as we do that Paramount will be PARAMOUNT in 1933."



W. Hurworth.

W. Hurworth.

IN his new executive position in the New York Home Office as Sales Manager of the English Division, Mr. Hicks expresses his confidence to Mr. Clark that his Blue Ribbon Bunch in Australia, New Zealand and the Far East, will achieve the best record possible in new business for PARAMOUNT WEEK and PARAMOUNT MONTH. With the added responsibility of directing Paramount distribution in Great Britain, South Africa, India, China, Japan, The Philippines and the Blue Ribbon territory, Mr. Hicks can well rely upon us to follow out his words of two years ago regarding PARAMOUNT WEEK:

"I believe your showing will top anything you have ever done for Paramount, because I am convinced that you boys and girls have the WILL TO WIN!"

.... What's going to happen in NOVEMBER?

BOOKED BUSINESS TO DATE.

(As At August 13, 1932.)

HEREWITH are the percentage figures of Film Rental business booked to date in the various Branches, based on Quotas given each Branch for PARAMOUNT WEEK and the Month of September:—

PARAMOUNT WEEK.

(Sept. 3-10.)

Branch.	Percentage
Melbourne	151.82
Adelaide	149.42
Perth	148.36
Sydney	140.42
Brisbane	135.41
Wellington	129.41

PARAMOUNT MONTH.

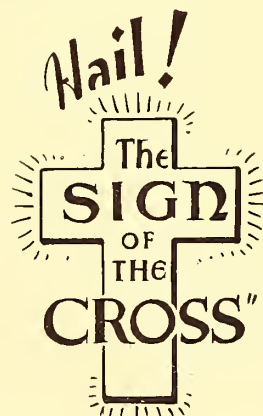
(All of September.)

Branch.	Percentage
Melbourne	110.58
Adelaide	108.13
Perth	103.61
Brisbane	102.98
Wellington	102.94
Sydney	95.02

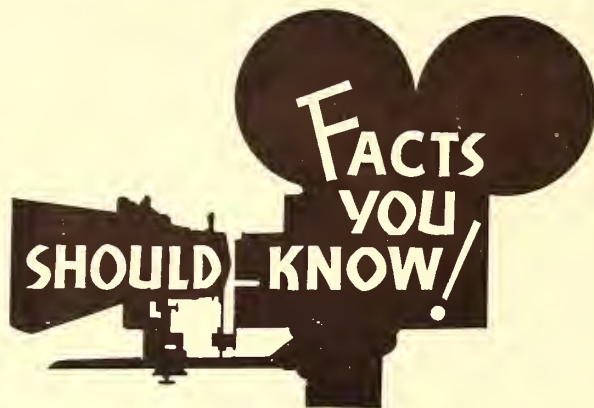
Figures for Far Eastern Branches are not yet available.

..... Why NOVEMBER?

"In the many years that I have been selling Paramount pictures," continued Mr. Hurworth, "I have never before experienced such a keen demand for the product at this time of the year. Showmen have not only sensed the quality of our new season line-up, but they want it, and want it before the other fellow. I tell you boys in the field right now, to get set for the biggest buying stampede in the history of the business."



IT'S IN THE AIR... "PARAMOUNT FOR 1933".



WATCH for the big trade announcement on our British product in the Empire issue of "Every-ones" of September 7th. Four pages will be devoted to our British pictures, and there is no doubt that this big advertising smash will pave the way for better sales.

"Sign of the Cross" will be another "Ten Commandments"... Start talking about it now. The cast has been completed with the selection of Elissa Landi to play the role of Marcia. And what a box-office cast with Fredric March, Claudette Colbert and Charles Laughton, the new dramatic sensation, playing the leading roles.

Big ones on the way for release are "Love Me To-night" with Chevalier and Jeanette MacDonald; Harold Lloyd's "Movie Crazy"; the Dietrich-von Sternberg production, "The Blonde Venus". Albert Deane writes that we can expect mammoth business from these three.



(By LEN JONES.)

ONCE again Paramount gives showmen a new and attractive advertising medium in the new flashy 3-color courier.

Sales to date indicate that we will double the sales of any courier ever handled, which will unquestionably warrant the additional cost of the extra color.

The primary factor in this business is to have the Product; the next to make plenty of noise about it. Start "telling 'em and selling 'em" right now on the new courier.

Jack O'Neill, Sydney Ad. Sales Manager, was the first to sell a large quantity of the new 3-color couriers. He sold 20,000 for "The Strange Case of Clara Deane" to Hoyts' Plaza Theatre, while District Manager Henderson in Melbourne has arranged with Hoyts in that city to use a minimum of 30,000 on every long-run picture.

H. Quincey, of Brisbane, has sold 10,000 couriers on "The Strange Case of Clara Deane" to the Wintergarden Theatre, while an 8 000 order from the Valley Theatre, and the Birch, Carroll and Coyle circuit is almost assured. These boys have lost no time in getting their first release houses set. Head Office has yet to hear from the rest of the Ad. Sales boys.

Follow up those Paramount Week and September Month bookings NOW!

Pledges mean action--Action means Results

HERE are some well-meaning pledges that have already brought in new business for **PARAMOUNT WEEK** and **PARAMOUNT MONTH**. First to link the chain of co-ordinated correspondence and enthusiasm among all District and Branch Managers for the Drive was General Sales Manager Hurworth in this pledge:

"This Drive is the first big Sales Contest under our new leader, Mr. Clark, as Managing Director, and we are determined to create a new record."

Nor is the Far East backward in their enthusiasm. In a letter to Bert Kelly, Melbourne, J. A.

Groves, General Manager of the Far Eastern offices, writes:

"When the smoke of this Selling Campaign clears away, the Far Eastern offices, individually and collectively, will have shown an increased revenue which will more than stand comparison with any other Branch or District."

S. H. Craig, General Manager in New Zealand, writes:

"... My territory will turn in at least twice as much during September than any other month in the year."

All of which shows that "There's plenty of Punch in the Blue Ribbon Bunch."

WHAT'S GOING TO HAPPEN IN NOVEMBER ?



THE
NEW

Paramount PUNCH

for 1932

Vol. 6.—No. 2.

SYDNEY, AUSTRALIA.

August 24th, 1932.

“ IT’S IN
THE AIR ”

(By William J. Clark.)

ON another page of this issue of Paramount Punch will be found excerpts from a story published in a recent issue of the “Hollywood Reporter”, one of the leading American trade journals. “Film Weekly”, the local trade paper, thought so much of this article, that it was reprinted in the current issue.

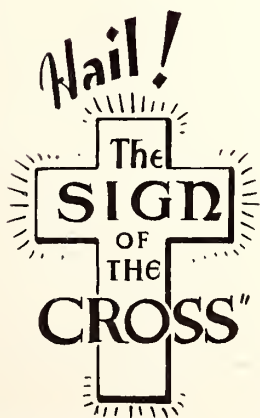
I ask you boys to read this article carefully, because it is definite proof of the statement that the entire industry is watching Paramount for 1933.

“The Grand Old Rock of the Show Business” is out in front once again, and is making the pace a hot one. “Watch Paramount next year” is the cry of the industry. It’s in the air that Paramount will be paramount next year, and despite the fact that we have not yet made our announcement of next year’s product, exhibitors are stampeding now to sign on the dotted line.

This is not only happening here, but right throughout the entire world. Showmen seem to have the knack of sensing good or bad product a long time before it actually makes its appearance. The article from the Hollywood Reporter backs up this statement. Showmen have sensed Paramount as the goods for 1933.

Judging by the present demand, and the high grade product being turned out by the studios, I anticipate that the new season will be the biggest in the history of the company. Exhibitors are looking to “The Grand Old Rock of the Show Business” to lift them out of the red, and I know that Paramount will not let them down.

William J. Clark.



"WAITING ON PARAMOUNT"

"THE GRAND OLD ROCK OF SHOW BUSINESS".

(Reprinted from "The Hollywood Reporter".)

"ON the back page of this publication yesterday, Paramount ran an ad. directing attention to "The Grand Old Rock of Show Business", placing itself in that classification. And whether you believe it or not, in the present situation of business, as it pertains to show business, the company must be granted that rating. Why—?

For the start of the new season Paramount is the only company in the picture that will have BIG SHOWS to sell. After Labor Day, and continuing for the next six or eight weeks, Paramount will give exhibitors Harold Lloyd's "Movie Crazy", the Marx Brothers' "Horse Feathers", Chevalier in "Love Me To-night", Tallulah Bankhead and Gary Cooper in "The Devil and the Deep", Dietrich in "The Blonde Venus", "Farewell to Arms", the new Lubitsch picture, and De Mille's "The Sign of the Cross". What other company has made such preparations, spent the money, and to all appearances, come through with such attractions?

We talked to several of the division managers of Fox West Coast who were here in convention last week. They came down to Los Angeles to find out and they told us: "Paramount got the start and the rest of the companies are going to sit back and see what happens to the Paramount product." That's just it. Almost every company is sitting back, waiting to see what happens. Will the customers come to the theatre, to view the Paramount group—certainly a money group? If they do, if the other companies see the least return to normal, that will determine their future moves. If the box-office flops further into the red (and it may), then all the pictures waiting on the shelf for fall release would be so much lost money.

Yes, ladies and gentlemen, and Mr. Exhibitor, the old saying that was an axiom years ago, "As Paramount goes, so goes the entire industry," will be back in play for

the first twelve weeks of the new picture year. That product will be the "Grand Old Rock of Show Business."

The New 1932

PARAMOUNT PUNCH

Vol. 6.—No. 2. Aug. 24, 1932.

Reg Kelly—Editor.

Published every Wednesday by Paramount Film Service Limited, Head Office, Sydney, Australia, in the interests of the Paramount organisation in Australia, New Zealand and the Far East.

Dedicated to the fighting Sales Campaign for Paramount Week, and the rest of 1932.

CONTENTS ARE STRICTLY CONFIDENTIAL.

W. J. CLARK,
Managing Director.

ECONOMY.

(By JAMES A. SIXSMITH.)

Notwithstanding our efforts to bring every expense down to an absolute minimum, I am convinced that there are still many economies which can be introduced without any loss of efficiency. As an example, comparisons show very little decrease in such expenses as long-distance telephone calls, and telegrams, whereas on inquiry, we have found many instances where, by a little forethought, a letter would have avoided the necessity for the use of either. The time has come when we are no longer content to appeal for co-operation in the matter of economy. We DEMAND it in the interests of the Company, and therefore in the interests of its employees.

This vital matter should receive careful thought, and each Branch Manager should make it a religion to study at least once every week, the expenses for the previous week, in order to see whether any item, however small, could have been avoided or reduced. This does not mean, however, that he should have thoughtlessly approved of any expense in the first instance, as the time to query an item, is before, not after it has become an expense.

Remember also, that the avoidance of Bad Debts is a way of reducing expenses, as over the past few years this expense has resulted in considerable loss to our business.

I stress in particular that we are anxious to receive any suggestions regarding economies whether applicable to Head Office or any of the Branches.

What's going to happen in Australia
—in NOVEMBER?—

THERE'S PLENTY OF PUNCH IN THE BLUE RIBBON BUNCH.

Messages From Our Leaders



By **ADOLPH ZUKOR.**

IN 1923 this company faced a crisis equally as grave as the present one.

Conditions were similar in many ways. Many of the problems that confront us to-day existed nine years ago.

The success of the "A Million More Drive" in 1923 constitutes a glorious page in the history of Paramount. Its success was due to just one thing—the united effort of a strong and loyal organisation.

I went on record then with this statement: "The bankers can have everything else if they will leave me my organisation". With this organisation we can conquer anything—we can overcome any obstacle."

I meant that then; I mean it to-day. No company can fail when it has the magnificent manpower of this organisation and the deep-rooted loyalty which has always characterised the men of the Paramount forces.

We are facing a stupendous task. Every man in this company is being asked to give not merely one hundred per cent. effort; he is being called upon to render double or triple that amount.

History will repeat itself. We will succeed. We will succeed because the organisation that conquered in 1923 is the organisation that is facing the present crisis. The same indomitable spirit, the same loyalty animates the Paramount forces to-day.

What's going to happen in the Far East
—in NOVEMBER?—

BOOKED BUSINESS TO DATE.

(As At August 20th, 1932.)

FROM present indications this coming Paramount Week and Paramount Month, will be the biggest success in the history of this annual drive. Mr. Hurworth expects the business recorded this year to eclipse any previous effort and to beat the eleven year average by a large sum. He has hopes, too, of this drive exceeding the special Farewell to Mr. Hicks effort which was a record for any drive conducted in Australia.

The percentage figures of film rental business booked to date in the various branches, based on Quotas given each branch for **PARAMOUNT WEEK** and the month of September show an all-round increase since last week.

Herewith are the figures that tell their own story:—

PARAMOUNT WEEK.

(September 3-10.)

Branch.	Percentage.
Melbourne	153.76
Adelaide	152.88
Perth	150.28
Sydney	142.36
Brisbane	138.42
Wellington	132.48

PARAMOUNT MONTH.

(All of September.)

Branch.	Percentage.
Melbourne	112.66
Adelaide	110.88
Perth	107.64
Brisbane	104.23
Wellington	103.11
Sydney	96.24

WE of Paramount look to the future with confidence.

The lesson we take from the past is the experience we have gained.

We are cheerful—for we have reason to be.

Paramount is steady. We are steady in thought, in plan and in action. We have set for ourselves a definite goal—and we mean to reach that goal, to overcome every obstacle.

The goal of Paramount is to deliver to the theatres of the world motion pictures made by showmen for showmen. To give to the theatre owners and operators the assurance that no picture will leave the Paramount studio in Hollywood until every human effort has been exhausted to make that picture as good as brains, experience and money can make it.

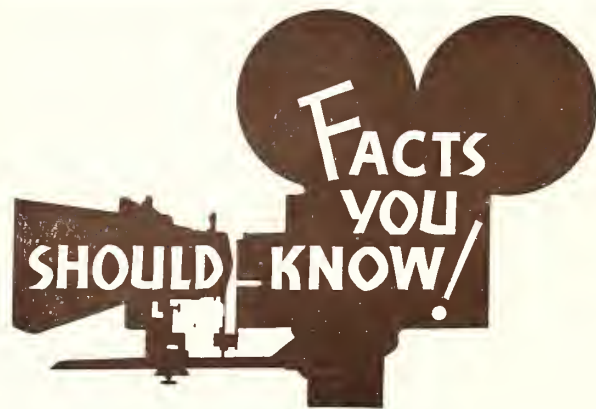
Paramount realises its obligation to the theatre managers and to the theatre-going public. Paramount, through its years of service, its accomplishment in the industry... its pioneering... its progress... can be content with no position other than that of leader of this important industry—and that is the high resolve of every man and woman now connected with Paramount.

Paramount will be satisfied with nothing less than the unchallenged leadership... the undisputed first position... in the motion picture business.



By **SAM KATZ.**

IT'S IN THE AIR... "PARAMOUNT FOR 1933".



WITH the release this week of two Paramount long-run attractions at the Sydney Prince Edward and Plaza Theatres, a clean-up in this city is assured for Paramount Week. "The Strange Case of Clara Deane" at the Plaza and the British "Aren't We All?" at the Prince Edward, are certain to pull the business, whilst a double feature Paramount bill is certain for the Regent also.

Word comes from the studios that cameras are now running on "The Sign of the Cross". Everyone in the film colony is pepped-up about this big screen epic which will be undoubtedly the biggest production in years. Start talking now, boys, about "Sign of the Cross".

Some of the highlights of "The Ten Commandments" have been chosen as the background of "Forgotten Commandments", which is available for early release. Gene Raymond, Irving Pichel and exotic Sari Maritza play the leading roles. Sari is indeed a real find.

Paramount has started production on the 900th feature motion picture since the foundation of the company in 1912. "Guilty As Hell" is the picture in which the "Cock-eyed World" combination, Edmund Lowe and Victor McLaglen play the leading roles with the support of Richard Arlen and Adrienne Ames.

What's going to happen in England
—in NOVEMBER?—

PARAMOUNT WEEK HIKE.

FINAL details of the Regent-Paramount Week Hike, on Sunday next, August 28th, are now completed and everything is in readiness for one of the most unusual publicity stunts on record.

The hike has been effectively exploited through the medium of fan magazines, hikers' journals, the metropolitan press, theatre slides, plug lines in Regent advertisements, and signs at Central Railway Station. It is therefore expected that, if the weather



(By LEN JONES.)

ANOTHER great revenue producer is a sound-on-film title for "God Save the King", with pictorial head of the King in uniform. Film is now available to exhibitors through all ad. sales departments. Every exhibitor with any sense of showmanship will certainly avail himself of one of these titles.

A sales letter has already been forwarded by Head Office to every exhibitor throughout Australia and New Zealand, drawing their attention to this new item. Follow up this letter—every Sound house is a possibility. It is up to you to turn those possibilities into cash. Get started to-day.

O. Doepel, New Zealand Ad. Sales Manager, sold the Civic Theatre, Auckland, 12 x 24 sheets for "The Miracle Man". Their usual order is 2 x 24 sheets. Otto advises that this is merely a sample of a Paramount Week sale from N.Z.

C. Abotomey, Adelaide Branch Manager, landed a splendid order of 15 x 24 sheets for "The Miracle Man" from the Regent Theatre. This is the largest quantity of Paramount 24-sheets to be used in Adelaide for some considerable time. Congratulations, Cec.

F. Bignell, Adelaide Ad. Sales Manager, has sold some good quantities of star head medallions to a suburban theatre. He sold the exhibitor the idea of using them in competitions. Good work, Bill. These are the items that help your figures.

Follow up those Paramount Week and September Month bookings NOW.

remains kind, a crowd in excess of 5000 hikers will attend.

Ten pounds in cash prizes are being offered in a novel contest, in which the titles of forthcoming Paramount pictures will be indelibly imprinted in the public mind.

In every way, the Regent-Paramount Week Hike will be a fitting prologue to the Twelfth Annual Celebration of Paramount Week, September 3rd to 10th.

WHAT'S GOING TO HAPPEN IN NOVEMBER ?



THE
NEW

Paramount PUNCH

for 1932

Vol. 6.—No. 3.

SYDNEY, AUSTRALIA.

August 31st, 1932.

WATCH TRADE PAPERS SEPT. 15.

PARAMOUNT—the Grand Old Rock of the Show Business becomes a blazing Volcano of hits!

Both Trade Papers, “Everyone’s” and “Film Weekly” of September 15, will carry the story in a special four-page colored section.

Important also will be Paramount’s Policy Message for next year.

We will print no Special Australian Announcement Book for next year, for every District and Branch Manager will receive an attractively bound copy of the International Policy Book. Furthermore, from time to time we shall make additional Announcements through the Trade Papers of forthcoming Paramount productions to be released under all 1933 Contracts.

I repeat: Watch both Trade Papers on September 15 for Paramount’s Policy Message for Next Season, destined to be *Paramount’s* PARAMOUNT Year.

William F. Black.

Managing Director.

Sensational Paramount Week

BEST PERFORMANCE EVER RECORDED BY BLUE RIBBON BUNCH.

FIGURES JUST BELOW PEAK YEARS.

ON the eve of Paramount Week, Mr. Clark makes the happy announcement that the effort this year by the boys and girls of the sales force has eclipsed all previous achievements. The business recorded for this Xth Annual Paramount Week is unquestionably the greatest performance ever put up by the Blue Ribbon Bunch.

Despite prevailing economic conditions the figures have only been bettered on two other occasions and that was in 1929 and 1930—the first two years of talking pictures, and the two peak years in the history of the industry.

“This is the first drive in which you boys have participated under my leadership”, said Mr. Clark yesterday, “and it indeed gives me the greatest kick of my lifetime to see the performance you have put up.

“This is certainly a great way of showing me that you are with me 100 per cent.”

Thanks, Mr. Clark, but you certainly deserve a big hand for the booking record you have established in placing twenty-three Paramount Pictures on the screens of fourteen first release houses during Paramount Week. This is undoubtedly the greatest piece of booking ever put over in this country for a special week.

Mr. Hurworth desires to thank all the boys for the splendid manner in which they put over the drive. “There is no doubt”, said Mr. Hurworth, “that this year’s Paramount Week is the greatest Sales Drive ever put over by any Company in the business.”

REMEMBER—

GET SET FOR
SOME BIG NEWS

IN

NOVEMBER!

WHY NOVEMBER?

The New 1932
PARAMOUNT PUNCH
Vol. 6.—No. 3. Aug. 31, 1932
Reg Kelly—Editor.

Published every Wednesday by
Paramount Film Service Ltd.,
Head Office, Sydney, Australia,
in the interests of the Para-
mount organisation in Australia,
New Zealand and the Far East.
Dedicated to the fighting Sales
Campaign for Paramount Week,
and the rest of 1932.

**CONTENTS ARE STRICTLY
CONFIDENTIAL.**

W. J. CLARK,
Managing Director.

We Must Economise!

(By J. A. SIXSMITH.)

ONCE again I urge you to give your most earnest thought to the avoidance or reduction wherever humarily possible, of every item of expenditure. There is ample evidence that some of the Branches have not yet taken this matter to heart, as, for example, by the repeated insertion in reports furnished to this office of the word “Nil” in the space provided for details of economies effected.

There must still be some economies, however small, which can be introduced each week. As an instance, an utter disregard for the value of stationery is indicated in many cases, by the number of envelopes containing letters which are received from the same source. After all, it is an obvious extravagance to use more than one envelope for mail matter to Head Office unless, of course, the subject of a letter is of a confidential nature. Even then, however, the envelope enclosing such letter should be forwarded in the one main envelope.

Despite the fact that a saving such as this may seem trivial, I wish to stress that any saving whatsoever will not be so regarded by the Executive, whereas any waste of the Company’s money or property will be considered as a matter of grave importance, the amount involved forming only one aspect of the matter.

The three main items of expenditure which are subject to particular observation at this end are Salaries, Advertising and Travelling Expenses. The second of these is, of course, controlled by Head Office but it is thought that much can be done to reduce the other two items.

I am still waiting for suggestions following on my last article.

THERE’S PLENTY OF PUNCH IN THE BLUE RIBBON BUNCH.

Nation's Screens Dominated



TWENTY-THREE FIRST RELEASES DURING PARAMOUNT WEEK.

SENSATIONAL BOOKING SCOOP.

BOOKED BUSINESS TO DATE.

(At At August 27th, 1932.)

HEREWITH are the percentage figures of film rental business booked to date in the various Branches, based on Quotas given each Branch for Paramount Week, and the month of September:—

PARAMOUNT WEEK. (September 3-10.)

Branch.	Percentage.
Adelaide	154.76
Perth	154.32
Melbourne	154.06
Wellington	132.48
Brisbane	131.66
Sydney	127.18

PARAMOUNT MONTH. (All of September.)

Branch.	Percentage.
Melbourne	115.62
Adelaide	112.88
Perth	108.32
Wellington	105.62
Sydney	99.21
Brisbane	96.65

**DON'T FORGET
NOVEMBER?**

SEPTEMBER 3-10—Paramount Week!

And it certainly is Paramount's Week . . . If you have any doubts about it read on, and if you haven't any doubts about it read on just the same because it will do you the world of good. Herewith are the complete details of the booking record established for Paramount Week:—

In Sydney, Paramount grabs off most of the first release screens with showings in three de luxe houses. "Aren't We All?" and "The Strange Case of Clara Deane" at the Prince Edward and Plaza Theatres, are supplemented with "Thunder Below" and "Sinners in the Sun", at the Regent.

Are you reading?

In Melbourne a similar booking achievement is made with five releases showing in three theatres. At the Plaza a double-feature Paramount English bill is being shown namely, "Life Goes On" and "Women Who Play". At the Regent are "Thunder Below" and "Sky Bride", whilst at Hoyts de Luxe will be released "Forgotten Commandments".

Are you reading?

The Regent Theatre, Adelaide, too will screen a Paramount double-feature bill for Paramount Week. The hilarious long-run success "This is the Night", supported by "The Broken Wing" are the two pictures.

"The Capitol Theatre, Perth, is another interstate house with a Paramount double bill for this week. At this de luxe house Ruth Chatterton's "To-morrow and To-morrow", and the Paramount British picture, "Service For Ladies" are being featured.

Are you reading?

Tasmania, too, comes into this great piece of booking with "24 Hours" and "Service for Ladies" at the Plaza Theatre, Launceston, and "The Miracle Man" at the Avalon Theatre, Hobart.

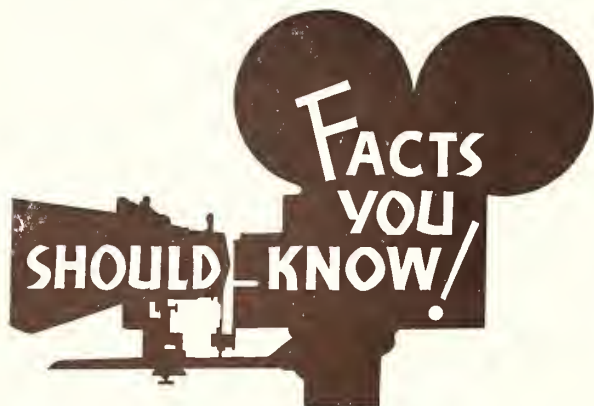
In Brisbane, "This is the Night" and "Sinners in the Sun" will play at the Wintergarden, whilst "An American Tragedy" goes to Fullers' Empire.

In Newcastle, two Paramount double feature programmes go to both the Civic and the Victoria. At the former Chevalier's "One Hour With You" and "The False Madonna" are being featured whilst the latter will show "Sinners in the Sun" and "Million Dollar Legs".

This is perhaps the greatest booking achievement put over in this country for a long while. For one week twenty-three Paramount Pictures will grace the screens of fourteen de luxe first release houses.

September 3-10 will indeed be Paramount's Week.

IT'S IN THE AIR... "PARAMOUNT FOR 1933".



(By Reg Felton)

IT was generally rumoured that the popular Clive Brook was leaving for his native England at the expiration of his present contract. He has now decided definitely on the contrary, and has signed a new long term contract with Paramount. His first picture under the new contract will be "The Night of June 13".

Keep talking about "The Sign of the Cross".

Star value is certainly an outstanding feature of Paramount's new season product. Apart from our own highlights, Clark Gable will come from M-G-M to appear in "No Bed of Her Own", Elissa Landi will be loaned by Fox for "The Sign of the Cross", and Kay Francis will come from Warners for "The Honest Finder". Jimmy Durante is another on the borrowed list. He comes from M-G-M to appear in the "Phantom President" with George M. Cohan.

Paramount's Olympic Games news special at present at the Sydney Prince Edward with "Aren't We All" was screened in the Theatre on Monday. It is packed with appeal for Australian audiences, containing talks by Mgr. Eve, George Golding, Eddie Scarf and others. Also excellent shots of the Olympic Stadium and Australian quarters, together with shots of the champions, both in training and the semi-finals.

What's going to happen
—in NOVEMBER?—

AROUND THE BRANCHES

THE PERTH QUEUE.

AS a queue might very well be taken as a symbol of prosperity for this business, we have decided that all Perth news items shall come under this heading.

The idea of "The Perth Queue" was derived from the phenomenal success of "Shanghai Express", now playing to genuine record business at

the Perth Capitol, and the eager rush of Exhibitors to this office in consequence.

One more booking to make now for a 100 per cent. sound distribution in Paramount Week! How's that you Branches? Can you equal it?

Harry Hill has been teaching his youngsters to play cricket, but two

Sell more AD·SALES

(By LEN JONES.)

SPRING is here! The cash customers are leaving their firesides. Box office receipts are bound to show considerable improvement; more money will be spent by exhibitors, and it is up to us to get our share of it. Now is the time to go after all novelty and stock items, such as snipes, lobby stands, window boards, medallions, celluloid buttons and photographs, etc. Push these lines for all you are worth.

A. Nicholas, Melbourne Ad. Sales Manager, is certainly showing the rest of the boys how to sell Lobby and Window Boards. During recent weeks he has sold exceptional quantities, and he is far ahead of all other branches in these lines.

With the exception of Sydney, it is months since any of the other Ad Sales boys sold any frames. They evidently are of the opinion that they are only for display in their departments.

The only branch to go over Quota last week was Launceston, while the only Branch to exceed Quota for the previous week was Adelaide, though Launceston just failed by a very small margin.

George Hayes, in charge of Launceston Branch Ad Sales Department, is setting a sharp pace in the sale of the new 3-color couriers. His quota for the 1-color courier formerly handled was 3,000, and this has been increased to 6,500 for all 3-color Couriers. For such a small branch as Launceston, the increase is exceptional, and to the writer's knowledge this is the largest standing order of couriers that has ever been obtained for Launceston branch.

broken windows seem to have dampened his ardour.

What with "Shanghai Express" and coming releases, there is no holding B. M. George Nacard now.

Wherever Head Office institutes a new system, Jeff Ralph is heard to mumble something about 'good soldiers'. We believe it originated from Roger Logan.

WHAT'S GOING TO HAPPEN IN NOVEMBER ?



THE
NEW

Paramount PUNCH

for 1932

Vol. 6.—No. 4.

SYDNEY, AUSTRALIA.

September 7th, 1932.

WE TURN THE CORNER

THIS current Paramount Week marks the turning point in our business.

Every man and woman in the organisation from Tasmania to Malaya, from New Zealand to Perth, is heart and soul in the big push to make this Paramount Week and the month of September only the beginning of a new revival in increased Film Rentals and Ad. Sales business.

Bankers, business executives and leading showmen voice the general opinion that conditions are better. Unemployment has been arrested. Factories are being re-opened. Retail stores are doing more business in practically every city. Wool prices are up 20 per cent. The Commonwealth Statistician reports a good increase in savings deposits and the purchasing power of the public is higher.

Important also is the fact that good pictures are doing good business.

Let every one of us take a new view of the whole economic situation and keep in action to take advantage of the better business trend. More people want to see Paramount Pictures, and it is up to us to keep a few steps ahead of the demand by getting every extra booking possible.

William F. Clark.

Managing Director.

PARAMOUNT WEEK SHIELD CONTEST.

REMINDE exhibitors in your territory, who are competing in the Paramount Week Exploitation Shield Contest, that all evidence of their campaigns must be forwarded to Head Office before October 15.

MORE ABOUT ECONOMY.

(By J. A. Sixsmith.)

DURING the last few days I have received some very encouraging reports in the matter of economy. In some cases the actual savings shown amount to but a few shillings, but the writers of the reports had the right perspective; they realised that no opportunity to effect an economy, however small, should be neglected.

If my experience at Head Office is any indication of the situation at the Branches, one item which can most certainly be further reduced is that of electric current. It is very easy for the lights to be left burning when not in use, so easy, in fact, that it has occurred on more than one occasion at Head Office. The difficulty was finally overcome by preparing a roster making each girl in turn responsible for seeing that no waste occurred, and in the case of those Branches where the matter is left to the Staff generally, and no one in particular, I recommend that the roster idea be introduced without delay.

It is a great feeling to leave the office at night with a definite recollection of a saving introduced. If any of my readers have not already experienced this feeling, there is an easy remedy—effect an economy.

**DON'T FORGET
NOVEMBER?**

SMILING MAURICE.



Maurice Chevalier has indeed cause to smile. He has clicked again. Reports from the studios state that "Love Me To-Night" is his best to date, and that Jeanette MacDonald is better than ever.

WATCH TRADE PRESS SEPT. 15 & 22.

WATCH both "Everyones" and "Film Weekly" on September 15 and 22, for the most sensational announcement in recent years.

On September 15, both papers will carry a special teaser campaign, whilst on the latter date, the "Grand Old Rock of Show Business" will show that it has become a blazing volcano of hits by an announcement in a special four-page colored section.

The same issues of the trade press will carry also Paramount's policy message for 1933.

This special section in the trade press on September 22 will only be the fore-runner of a number of special announcements that we will make from time to time on forthcoming Paramount productions to be released under all 1933 contracts.

Make a note of the dates!

BOOKED BUSINESS TO DATE.

(AS AT SEPTEMBER 3rd, 1932.)

ALWAYS near the leaders during the early stages of the Paramount Week Drive, Perth is making a determined effort with the winning post in sight. This week they stride to the front leading Adelaide and Melbourne, true by only the narrowest of margins, but still in front. The positions remain unchanged in the Paramount Month Drive.

Herewith are the percentage figures of film rental business booked to date in the various Branches, based on Quotas given each Branch for Paramount Week, and the month of September:—

PARAMOUNT WEEK.

(September 3-10, 1932.)

Branch.	Percentage.
PERTH	157.28
ADELAIDE	156.14
MELBOURNE	154.92
SYDNEY	138.76
BRISBANE	136.33
WELLINGTON	132.48

PARAMOUNT MONTH.

(All of September.)

Branch.	Percentage.
MELBOURNE	118.17
ADELAIDE	113.67
PERTH	111.45
WELLINGTON	105.62
SYDNEY	101.41
BRISBANE	97.45

THERE'S PLENTY OF PUNCH IN THE BLUE RIBBON BUNCH.

NACARD BOOKS EVERY POSSIBILITY.

GREAT PERFORMANCE.

GEORGE NACARD, Perth Branch Manager has a record of which he can be proud. For the Special Drive as a farewell to Mr. Hicks, he secured 100 per cent. sound distribution, booking a Paramount Picture in every wired possibility in his territory during that week.

George shows that it was no fluke by going out and doing it again for this Paramount Week.

Bert Kelly and his Melbourne bunch almost repeated the same performance by selling every wired possibility, excepting four for Paramount Week.

It certainly looks like it will be a great race between these two branches for the Special Paramount Week Drive.

PARAMOUNT CLUB.

TENNIS RESULTS.

THE Paramount Tennis Season is at an end, and now the winners step forward to take the bows and the prizes. Here they are! The Inter Office competition was won by Statistics and Film Service Departments. Ladies singles by Miss W. Carrick, with Miss G. Rankin as runner-up. Gentlemen's Singles; H. Higgins, and R. Harris runner-up. Doubles contest; ladies, Misses H. Somerville and W. Carrick; gentlemen, Messrs. C. Donaghey and R. Harris.

With the acquisition of a combination Radio and Gramophone, the club is having some peppy evenings in conjunction with the screening of our new product each Tuesday evening.

**WHY
NOVEMBER?**



PERSONALITIES.

JIM THORNLEY is on one of his regular visits to Head Office in connection with future pictures for Paramount's Melbourne Capitol Theatre.

Claude Henderson has returned to Melbourne following a hurried trip to Adelaide to see his mother, who has been seriously ill. Claude is happy to report now that she is well on the road to recovery.

REMEMBER—

GET SET FOR
SOME BIG NEWS
IN
NOVEMBER!

The New 1932
PARAMOUNT PUNCH
Vol. 6.—No. 4. Sept. 7, 1932.
Reg Kelly—Editor.

Published every Wednesday by Paramount Film Service Ltd., Head Office, Sydney, Australia, in the interests of the Paramount organisation in Australia, New Zealand and the Far East. Dedicated to the fighting Sales Campaign for Paramount Week, and the rest of 1932.

**CONTENTS ARE STRICTLY
CONFIDENTIAL.**

W. J. CLARK,
Managing Director.

SELLING SEASON UNDER WAY.

FOR 1933 PRODUCT.

THE selling season is on. So keen has been the demand for our 1933 product, that contracts are already being signed for Paramount's Paramount Year. Gordon Brookes, Branch Manager of the Brisbane Branch was one of the first out on the special 1933 selling crusade. At the present time, Gordon is north of Cairns, and over 1,250 miles from his office.

Bert Kelly is another Branch Manager signing exhibitors on the dotted line. He is at present in Tasmania, and before he sails for Melbourne hopes to sign every wired possibility.

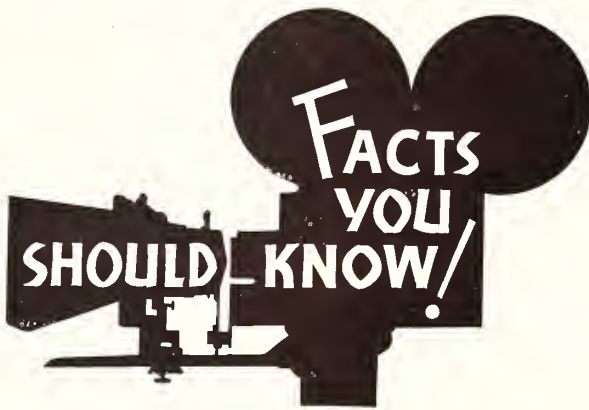
N.Z. Writes:—

HOW very nice to see that first issue of the New Paramount Punch! Our congratulations to the editor, and those who have been responsible for the new publication, and may the Drive to which it is dedicated prove the most gratifying and successful one in years.

New Zealand is working solidly in an effort to sell Exhibitors one hundred per cent. on Paramount Week and Month, firstly by booking the pictures, and secondly by getting in touch with every exhibitor screening our product during that period, with a view to obtaining increased Ad. Sales orders.

From the figures published, we can see that there is keen competition between the Branches, and although Wellington is at the foot of the ladder on that list, we are determined that no stone will be left unturned to lift our Branch to the top position. We fling out the challenge—"Catch us if you Can!"

IT'S IN THE AIR... "PARAMOUNT FOR 1933".



(By Reg Felton.)

A GRAND old pair of troupers combine their efforts in Paramount's "Madame Racketeer". They are Alison Skipworth, star of 100 roles and Richard Bennett, 30 years a stage star. Evalyn Knapp and George Raft will play opposite the leading couple.

Below is an extract from "The Hollywood Reporter", dated 18th July, 1932. " 'Movie Crazy' is the best Lloyd picture we have ever seen since 'The Freshman', and takes its place alongside Lloyd's all time best, 'Grandma's Boy'. Constance Cummings is the girl, and what a girl! She is the best feminine support that Harold Lloyd has had since his early days with Bebe Daniels. Kenneth Thompson, Spencer Charters and Louise Closser Hale make up the rest of the principals in support."

Pictures at present in production are: "A Farewell to Arms", "The Sign of the Cross", "The Phantom President", "The Night of June 13th", "The Big Broadcast", "Blonde Venus", "Horse Feathers", "Love Me To-Night" and "70,000 Witnesses".

What's going to happen
—in NOVEMBER?—

AROUND THE BRANCHES

THE PERTH QUEUE.

AFTER seeing the splendid reception given to "SHANGHAI EXPRESS" screened as a single feature with supporting shorts, we are now making all Exhibitors buy this attraction as a programme, just as it was screened in its first release, thereby gaining extra revenue for

our short features. We are bearing in mind, of course, that even one extra pound revenue may mean the difference between winning and losing the Paramount Month Drive.

While silent shows are not generally regarded as possibilities we are not overlooking them as such, inas-

Sell more AD·SALES

(By LEN JONES.)

AS predicted in a previous issue of "Punch", the "God Save the King" title is certainly a great revenue producer. The total sales of same to date are over the century mark.

Henry Quincey, Brisbane Ad. Sales Manager, leads the rest of the boys with sales of 43 titles. Jack O'Neill, of Sydney branch is next in line with sales of 30, while A. Nicholas, of Melbourne, has disposed of 12, and W. Bignell has sold 10.

No sales have yet been reported from the other branches, but we expect to hear from them at an early date.

Go after these titles for all you are worth. They will help your September month figures.

Some excellent orders for 24-sheets have been received from Melbourne branch, in recent weeks. Their sales of same are almost double those of any other branch. New Zealand is also showing a vast improvement.

W. Bignell, of Adelaide branch, never loses an opportunity of placing novelty lines. He is the only Ad. Sales Manager in recent months to record sales of star head medallions and celluloid buttons.

Jack O'Neill has started off well in the September Month Drive. He booked the display unit for "SHANGHAI EXPRESS" to a country circuit of eight towns. The revenue derived therefrom will help considerably to swell Jack's figures.

much as each month we send out a list of disc pictures available. This has a psychological effect on the Exhibitor, for we have found that in every case, without exception, where an Exhibitor has opened up with disc, we have got a contract, AND THERE ARE THREE DISC SHOWS OPENING IN PARAMOUNT MONTH.

WHAT'S GOING TO HAPPEN IN NOVEMBER ?

THE
NEW
Paramount
PUNCH
for 1932
Vol. 6.—No. 5.
Sept. 14, 1932.

Watch

The Trade Press
Next Week



Paramount's **PARAMOUNT** *Year*

The New 1932
PARAMOUNT PUNCH.
Vol. 6.—No. 5. Sept. 14th, 1932.
Reg Kelly—Editor.

Published every Wednesday by
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Campaign for Paramount Week,
and the rest of 1932.

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CONFIDENTIAL.

W. J. CLARK,
Managing Director.

DRIVE FIGURES TO DATE.

(As At Sept. 10.)

PARAMOUNT WEEK. September 3-10.)

Branch.	Percentage.
Perth	228.04
Melbourne	193.63
Sydney	167.19
Brisbane	167.15
Adelaide ..	160.96
Wellington ..	129.70

PARAMOUNT MONTH. (All of September.)

Branch.	Percentage.
Melbourne	120.95
Adelaide	114.17
Perth	113.83
Wellington	111.84
Sydney	110.24
Brisbane	108.45

AD. SALES.

(Paramount Week.)

Branch	Percentage.
Adelaide ..	307.08
Brisbane ..	301.43
Perth	187.44
Wellington	183.24
Melbourne	161.91
Sydney	127.45

**DON'T FORGET
NOVEMBER?**

WE'RE WINNING...

PARAMOUNT WEEK proved again the "will to win".

Every Branch exceeded the business hoped for in Paramount Week, and from every indication, will keep up this pace for the rest of the month. The same good work applied to Ad. Sales.

However—we have three weeks to go, including this current week, to the end of the September Drive. We've conquered the first hurdle, and we're winning, but there's no resting on laurels in this business. Let's keep on winning with the superb product like MAKE ME A STAR, MILLION DOLLAR LEGS, THIS IS THE NIGHT, and ONE HOUR WITH YOU, which is in our hands. Take the tip right now that we've also got more great pictures coming very soon.

Every extra booking of an unplayed Feature or Short Feature reflects to your credit during this Drive. If you can't sell a Feature, then sell some of our exclusive SCREEN SOUVENIRS, PICTORIALS, SONG CAR-TOONS or SCREEN SONGS. Sell more 24-Sheets and Couriers. They all help at the Box Office.

Every Branch has a fair and even chance yet to win this September Drive. I only urge you now to keep your old Paramount spirit in action.

William J. Clark.

Managing Director.

THERE'S PLENTY OF PUNCH IN THE BLUE RIBBON BUNCH.

Around The Branches

THE PERTH QUEUE.

THIS week all roads lead to the Paramount Week programme at the Capitol ("To-Morrow and To-Morrow" and "Service for Ladies"). This programme opened to amazing business on Friday, and is continuing the good work.

Don Broadley is holidaying in the hide-away town of Mandiga.

ADELAIDE ACTION.

BILL BIGNELL is full of pep these days, and is confident of carrying off the Ad. Sales honors during Paramount Week.

Who is the bright young man in Adelaide branch who spent an hour gathering flowers for the girls in the office, only to find when he presented them that they were Weeds?

We welcome Ron Cunnew, a newcomer to the Despatch Department.

We wish Jeff Sabine the best of luck in his new position as Despatch Manager.

CLEANING UP.

"SHANGHAI EXPRESS" AND "ONE HOUR WITH YOU" IN FAR EAST.

JACK GROVES, General Manager of the Far Eastern Department, in a long and enthusiastic letter to Mr. Clark, states that "Shanghai Express", and "One Hour With You" are the most successful box-office attractions released in the Far East for some time. Exhibitors are clamoring for dates, and he expects them to record the best business of any two pictures we have ever released in one season.

PERTH TAKES HONORS FOR PARAMOUNT WEEK

NACARD LEADS BY BIG MARGIN.

RECORDS DOUBLE QUOTA FIGURES.

WITH the magnificent percentage of 228.04 over Quota, George Nacard and his Perth branch led the field past the post in the Paramount Week Drive. Melbourne was second with 198.68 per cent. with Sydney and Brisbane close together in third and fourth places.

This, however, is just a preliminary canter for the month of September, the principal drive. However, the special Paramount Week effort will go down in the history of the company as being one of the most noteworthy drives for extra revenue in all time. Mr. Hurworth states the business recorded has exceeded all previous efforts, with the exception of the Drives of 1929 and 1930, which were the first two years of talking pictures, and the two peak years of the business.

All interest is now centred on the contest for the entire month of September. Melbourne are in the lead, but Perth and Adelaide are knocking at the door, and it looks like being a hard fought finish. LET'S GO!

What's going to happen
—in NOVEMBER?—

NEXT WEEK.

OUR ANNOUNCEMENT APPEARS IN BOTH TRADE PAPERS.

DON'T forget to watch both trade papers next week for the special colored announcement of Paramount's New Season Product. This will be just a fore-runner of a number of special announcements that we will make from time to time, demonstrating that the "Grand Old Rock of Show Business" has become a blazing volcano of box office hits.

REMEMBER—

GET SET FOR
SOME BIG NEWS

IN
NOVEMBER!

"LIKE GRAND OLD TIMES ONCE AGAIN".

SAYS ALBERT DEANE.

HEREWITH are some extracts from a very interesting letter received last mail by Mr. Clark from Albert Deane regarding the new product:—

"'Love Me To-Night' is absolutely marvellous, and when it opens at the Rivoli on Thursday of next week, there is going to be tremendous enthusiasm, because we will then have 'Horse Feathers' at the Rialto, and 'Devil and the Deep' at the Paramount. It is going to be absolutely like the grand old times once more.

"Yesterday afternoon 'Movie Crazy' had a special and unique preview at the Criterion. Every

(Continued on Page 4).

IT'S IN THE AIR... "PARAMOUNT FOR 1933".

FACTS YOU SHOULD KNOW

REG FELTON



ALBERT DEANE'S LETTER.

(Continued from Page 3).

member of the staff who was spared went across, and all the wives and children had been invited. What they wanted, was to obtain a genuine reaction to the picture—and they did!

"I cabled you yesterday about this picture, and I think what I said needs some elaboration here. The picture is undeniably Lloyd's best, and has some sequences in it of more than a reel in length, that will absolutely knock audiences out of their seats. I mean this literally, because the fun is so absolutely spontaneous and swift that average audiences won't be able to keep their seats. We, of the Foreign Department, are absolutely sure that it is Lloyd's best picture, and we are moulding all of our activities to that fact.

"'70,000 Witnesses'—Here is a picture that has most successful box-office possibilities that we have seen in months. The picture, of course, is about football, but the game is incidental to the mystery which develops. It has an angle which has never been seen before, and the mystery which no one can solve in advance. We are most enthusiastic about the picture here, and the fact of having seen it on Monday, 'Movie Crazy' on Tuesday and 'Love Me To-Night' to-day, certainly indicates that we are back on the highroad of pioneer picture-producing and that happy days are here again."



Among the ... Ad-Sales Boys by LEN JONES

THE numbers are up for Paramount Week, the first week of the September Drive, and to W. Bignell, Adelaide Ad. Sales Manager, goes the honor of returning the best percentage of Ad. Sales business for Paramount Week.

H. Quincey, of Brisbane, was a very close second, with R. Lawn, of Perth, in third position.

Every Branch exceeded Quota, and the National figures recorded were the best this year. The actual percentage of each branch to date appears in this issue of "Punch".

Further evidence of the popularity of the new 3-Colour Courier comes from Andre Olsen, Manager of Batavia branch, who has forwarded an order for 12,000 of these Couriers on *THIS IS THE NIGHT*. This is the first Courier order in years to be received from the Far East, and certainly speaks volumes for the rich appeal of this new flashy Courier.

H. Quincey is recording phenomenal sales of the "God Save the King" title. His sales to date total 73, which is more than twice the number sold by any other branch.

Sales by Adelaide branch now total 22. Launceston branch has sold 10, while Perth and Wellington branches have disposed of four each.

No further sales have been reported from either Sydney or Melbourne branches.

The total sales of these "God Save the King" titles now number 150, and should every branch follow H. Quincey's lead, this total should swell to well over 400.

THE first eight pictures to be ready for the launching of Paramount's new season, will be; "Movie Crazy" with Harold Lloyd, "Blonde Venus" with Marlene Dietrich, "Night After Night" with George Raft and Nancy Carroll, "Horsefeathers" with the Four Marx Bros., "The Big Broadcast" with an all-star radio aggregation and "Love Me To-night" with Maurice Chevalier and Jeanette MacDonald.

Remember them well, for they mark the turning point in the organisation's history.

The formerly titled "The Honest Finder" with Miriam Hopkins, Herbert Marshall and Claudette Colbert, has now been changed to "Thieves and Lovers". This title by the way is tentative. Also worthy of note is that Ernst Lubitsch is in charge of the direction.

"The Lusitania Secret", listed as one of the new season productions, is being cast and Richard Bennett, Gene Raymond and Francis Dee have already been selected to portray important roles.

Having completed her fortnight's vacation in New York, Sylvia Sydney will return to Hollywood in preparation for her role in Paramount's film version of "Madame Butterfly", which will begin production very soon. Miss Sydney will play the well known role of the Japanese girl.

WHY
NOVEMBER?

WHAT'S GOING TO HAPPEN IN NOVEMBER?



THE
NEW

Paramount PUNCH

for 1932

Vol. 6.—No. 6.

SYDNEY, AUSTRALIA.

September 21st, 1932.

N
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OUR own September Month drive is practically over, and I want you all to know just how much I appreciate the extra efforts you have all put forward in making this month the great success that it is. This, however, was an individual effort of our own, but now comes a drive that is international in spirit... a contest that embraces the entire world. This will take place during the month of November, and I know that you will put your shoulder to the wheel, and give it everything you have. The Blue Ribbon Bunch has always been among the leaders in all previous Foreign Legion contests... Our record is a good one, and I want you to go after this one in the same grand way that you went after our own individual drive.

For this one you will have the added advantage of better box-office pictures than you had this month, in fact, the line-up that I have in mind for November will be the greatest group that we have released in the one month for some considerable time.

Once again, let us, each and everyone, put our shoulder to the wheel, and show the rest of the world that there is still "plenty of punch in the blue ribbon bunch".

William F. Clark.

Managing Director.

The New 1932

PARAMOUNT PUNCH.

Vol 6.—No. 6. Sept. 21st, 1932.

Reg Kelly—Editor.

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W. J. CLARK,
Managing Director.

STANDINGS TO DATE.

HEREWITH are the Film
Rental and Ad. Sales
standings to date, in the Month
of September Drive:—

PARAMOUNT MONTH. (All of September.)

FILM RENTALS.

Branch.	Percentage.
Perth	134.37
Melbourne	130.87
Adelaide	126.08
Sydney	110.96
Wellington	104.56
Brisbane	98.17

AD. SALES.

Branch.	Percentage.
Brisbane	417.14
Adelaide	414.71
Perth	305.50
Wellington	299.91
Sydney	290.25
Melbourne	256.01

GET SET FOR
NOVEMBER!

PARAMOUNT ANNOUNCES 64 PICTURES FOR 1933.

Entirely New Policy.

SQUARELY facing the fact that motion pictures have entered an era of new entertainment values, Paramount, in announcing its 1933 production schedule, simultaneously announces the inauguration of an entirely new principle of picture-making.

"A minimum of 64 Feature Releases are planned for the coming year", states Mr. William J. Clark, in making known our policy for the new season.

"Under the new plan, each picture must have an individual and special appeal of its own. To this end, Paramount production executives have considered every picture on the new programme as an individual unit, with a definite entertainment value to the public. Careful plans have been made in the selection of outstanding story material, assignment of stars, players and directors, and the addition of the element of timeliness in the choice of stories."

"The timeliness of stories is going to play a big part in the new production schedule, so much so that a big portion of the programme is being kept in reserve to take care of any special subjects that may occupy the news of the day.

Herewith are some of Paramount's New Season Group which are either in production, or scheduled for early filming:

Cecil B. De Mille's production of **"The Sign of the Cross"** is the biggest production undertaken by any company since the coming of sound. It is big in every sense of the word, and will be real road-show calibre. The cast includes Elissa Landi, Fredric March, Claudette Colbert and Charles Laughton.

"Love Me To-Night", starring Maurice Chevalier, with Jeanette MacDonald, Charlie Ruggles and Charles Butterworth in the cast.

"Blonde Venus", starring Marlene Dietrich, with Herbert Marshall and Gary Grant.

"Madame Butterfly", co-starring Sylvia Sidney and Gary

Grant, supported by a distinguished cast.

"A Farewell to Arms", co-starring Helen Hayes and Gary Cooper, supported by Adolphe Menjou.

"Horse Feathers" with the Four Marx Brothers.

"The Big Broadcast" with Stuart Erwin, Leila Hyams and radio stars, including Bing Crosby, Burns and Allen, Cab Calloway, Vincent Lopez, Kate Smith and others.

"Thieves and Lovers" an Ernst Lubitsch production with Miriam Hopkins, Herbert Marshall, Kay Francis and Claudette Colbert.

"The Phantom President" with George M. Cohan, Jimmy Durante, Claudette Colbert, Frances Dee and Gene Raymond.

THERE'S PLENTY OF PUNCH IN THE BLUE RIBBON BUNCH.

"IT'S THE GOODS", SAYS J. THORNLEY.

PARAMOUNT'S 1933
PRODUCT.

WRITING to Mr. Clark on receipt of the Announcement Book, Jim Thornley, General Manager of our Capitol Theatre, Melbourne, says:—

"I am writing this letter not as a Distributor, or Film Salesman, but purely from the viewpoint of an Exhibitor, who has the almost heart-breaking job sometimes of selling motion pictures to a very blase and depressed public, but I do not recall in my lengthy experience in the motion picture business reading an Announcement that gave me such encouragement as Paramount's Announcement for 1933.

"Looking through the first few pages it makes me feel that at no time in the history of the motion picture industry has any Company shown such a line up.

"I have seen the announcements of other Companies' product for next year and, speaking as an exhibitor—and I hope as a showman—there is not one opposing producing or distributing organisation that can come within coo-ee of Paramount. There is no doubt about it that the old volcano in the trade mark has certainly erupted.

"Paramount is going on to where it belongs—the position of leader in the industry, and no Company can challenge that supremacy this year."

REMEMBER—

N O V E M B E R !

NACARD JUMPS TO THE LEAD IN SEPTEMBER DRIVE.

Heads Melbourne and Adelaide.

SPURRED on by their slashing victory in the Paramount Week Contest, George Nacard and his Perth bunch have simply swamped Head Office with contracts for extra business for the month of September, with the result that the branch has jumped from the centre of the field and taken the lead. Nacard, with the high percentage of 134.37 is certainly making the pace a hot one. However, there are still two weeks to go, and who can tell what might happen in that time. What about it Melbourne and Adelaide?

A POSITIVE SENSATION.



ABOVE is pictured Alison Skipworth in a characteristic pose from "The Sporting Widow", formerly titled "Madame Racketeer". Look at this picture carefully, because in it you see one of the most sensational artists that has ever appeared on the Paramount Roster. Alison Skipworth is box office in every sense of the word. We in Head Office have just seen "The Sporting Widow"—it's a sensation, and just the type of picture the cash customers want. Go after it in a big way.

IT'S IN THE AIR... "PARAMOUNT FOR 1933".

FACTS YOU SHOULD KNOW

REG FELTON



THE popular Vincent Lopez and his orchestra have been signed by Paramount to appear in "The Big Broadcast". You will probably remember Lopez in several Paramount Short features. He should prove a popular addition to the cast of this radio-world production.

"The Pied Piper of Paris" has been announced as the title of Maurice Chevalier's next for Paramount. "Love Me To-night" has been completed, so that production plans for the new picture should be shortly under way. More about this one later. It was originally titled "The Way To Love".

Paramount's "Blonde Venus" marks the re-introduction of Marlene Dietrich singing as she did in "Morocco". Remember "What Am I Paid for My Apples?" She will sing four songs in "Blonde Venus", the names of which are, "You Cute Little So and So", "Hot Voodoo", "Getting What You Want, When You Want It" and "I Couldn't Be Annoyed". Miss Dietrich stated that, during the first eight weeks of production of the new picture, she has never worked so hard in all her life, or at least, while she has been appearing in pictures. We can expect something special.

Thomas Meighan returns to Paramount in the production of "Madison Square Garden". He will complete a cast in which are included Jack Oakie, Marian Nixon, ZaSu Pitts, Robt. Armstrong, Wm. Boyd and Lew Cody.



Stuart Erwin and Joan Blondell in a scene from "Make Me A Star", an early Paramount release.

ECONOMY.

By J. A. SIXSMITH.

I READ recently in the "New York Times" that one of the New York banks provides employees who have occasion to use long-distance lines with "three-minute" glasses. It seems that the officials of the bank were a little distressed to find, on analysing operating expenses, that employees making long-distance telephone calls frequently remained on the line a few seconds after the expiration of the initial three-minute period, and in consequence, incurred an additional expense.

Whilst I am not suggesting that all those of the Company's Staff who have occasion to make long-distance calls should purchase "three-minute" glasses, since such a purchase might be an incentive for some to use the trunk lines to test the accuracy of the glass, I do suggest that when it is absolutely necessary to make a long-distance call, the matter for discussion be so collated as to enable the same to be disposed of well under the three minutes covered by the initial charge, and that a watch

Among the ... Ad-Sales Boys by LEN JONES

FIGURES for week ending September 17th, the second week of the September Drive, give H. Quincey, Brisbane Ad. Sales Manager, a lead of a few points over W. Bignell of Adelaide Branch.

Baden Abotomey, Sydney Ad. Sales Manager, has jumped ahead of Melbourne branch. All other positions are unchanged.

With only two more weeks to go, it appears as though the Drive has developed into a battle between Quincey and Bignell for first position, with the rest of the boys fighting hard to improve their standings.

We welcome into the ranks of Ad Sales Managers, Baden Abotomey, who takes control of the Sydney Ad Sales Department commencing Monday, 19th September. Jack O'Neill, former Ad Sales Manager of that branch, has been transferred to Head Office.

We also offer our congratulations to Max Lovett, who has been promoted to Assistant Ad. Sales Manager in the Sydney branch.

Both Baden and Max are very optimistic regarding the future Ad. Sales business of their department. We wish them the best of luck in their new positions.

be used to insure positively that such time is not exceeded.

The use of long-distance lines, although convenient, is expensive, and this mode of communication should only be resorted to when there is no other cheaper one available.

ALL SET FOR NOVEMBER ?



THE
NEW

Paramount PUNCH

for 1932

Vol. 6.—No. 7.

SYDNEY, AUSTRALIA.

September 28th, 1932

"M
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Y"

AFTER seeing Harold Lloyd's "Movie Crazy" I am convinced... and I have reason to believe that everyone in Head Office who saw the picture last night ... is also convinced that it is one of the greatest box-office possibilities that we have released in a long time. I have no fear in saying that this is a better picture than "College Days"... It has more laughs... more gags... with Lloyd giving the greatest performance of his career.

Releases are being set now in all centres and I am looking to this picture to give us a grand start in the International Drive for the month of November.

The Publicity, Advertising and Exploitation Departments under the direction of Mr. Kennebeck are at present planning a national campaign for "Movie Crazy" that will sell the picture to the public in a big way. A competition will be announced for showmen putting over the best exploitation campaign on the picture, for which cash prizes will be offered. We, in Head Office, are seeing to it that the picture is being sold right. Now it is up to you boys in the field to see that we get every ounce of possible revenue.

It is our good fortune that we have a picture of this box-office calibre for release in November... It will give us an advantage over other countries... Let's make the most out of it... Let's Go!

William F. Black.

Managing Director.

PARAMOUNT PUNCH.

The New 1932
PARAMOUNT PUNCH.
Vol. 6—No. 7. Sept. 28th, 1932.
Reg Kelly—Editor.

Published every Wednesday by
Paramount Film Service Ltd.,
Head Office, Sydney, Australia,
in the interests of the Paramount
organisation in Australia, New
Zealand and the Far East.
Dedicated to the fighting Sales
Campaign for the rest of 1932.

CONTENTS ARE STRICTLY
CONFIDENTIAL.

W. J. CLARK,
Managing Director.

STANDINGS TO DATE.

PARAMOUNT MONTH.
(All of September.)

FILM RENTALS.

Branch.	Percentage.
Melbourne	129.05
Perth	123.09
Adelaide	123.07
Sydney	119.57
Wellington	104.60
Brisbane	100.17

AD. SALES.

Branch.	Percentage.
Adelaide	180.07
Brisbane	177.62
Sydney	159.52
Perth	135.56
Wellington	135.25
Melbourne	114.29

The noticeable drop in this week's Ad. Sales percentages is due to an error in computing last week's figures. However, the positions of the branches were correct as listed.

GET SET FOR
NOVEMBER!

Mr. Hicks Cables---

(No. 851)—Typing Received Photo

REPLIES SHOULD BE ORDERED *Via Eastern*

THE EASTERN EXTENSION AUSTRALASIA & CHINA TELEGRAPH COMPANY, Limited.

(Incorporated in England)

Telephone Number
B 6797 2 Lines
Telegraphic Address
"EASTERN"

SYDNEY STATION,
10-12, Spring Street.

BRANCH OFFICE
67, Liverpool Street,
Telephone Number B 6793

Doubtful Words should be OFFICIALLY repeated. See Rule Book

⚡ No enquiry respecting this Telegram can be attended to without the production of this Copy.

The following Telegram Received via EASTERN at

Arrived in England - Received at Home Office - London, Liverpool & Station

DLT CLARK PARAMOUNT SYDNEY
SCREENED PHANTOM PRESIDENT TODAY AND
EVERYBODY UNANIMOUS ITS GREATEST COMEDY
EVER MADE IN TALKING PICTURES STOP PICTURE
FUNNIER THAN HORSEFEATHERS AND MOVIECRAZY
COMBINED STOP BEAUTIFUL AND INSPIRING MUSIC
GREAT SONGS COHAN DURANTE COLBERT AND WHOLE
CAST PERFECT STOP THINK PICTURE SENSATIONAL
YOUR TERRITORY STOP RUSHING PRINTS
HICKS

£75 IN CASH FOR BEST

"MOVIE CRAZY" CAMPAIGNS

IN celebration of Harold Lloyd's "Movie Crazy", unquestionably the greatest and funniest he has ever made, Paramount is offering £75 in two cash prizes of £50 and £25 for the two best exploitation campaigns put over on that picture. The Contest is open to all exhibitors in Australia and New Zealand, excepting Paramount's Capitol Theatre, Melbourne, and the Prince Edward Theatre, Sydney.

First Prize of £50 in cash will be awarded the theatre manager whose advertising, publicity and exploitation campaign on "Movie Crazy" is adjudged the most comprehensive and original.

Second Prize of £25 in cash will be given the theatre manager whose campaign is adjudged the next best, from the standpoint of completeness and originality.

Every phase of selling will be considered in the selection of

the winning campaigns. Points will be awarded for Exploitation, embracing merchandising tie-ups, street stunts, novelties, etc.; Outdoor Advertising, including poster displays, novelty signs and snipes; Lobby and Theatre Front Displays, and Newspaper Advertising and Publicity.

In towns and districts where there are no newspapers, suitable allowance will be made by the judges in the allocation of points.

THERE'S PLENTY OF PUNCH IN THE BLUE RIBBON BUNCH.

CHEVALIER FILM IN THE BAG.

(Reprinted from the American
"Motion Picture Daily".)



Maurice Chevalier.

Naughty, but grand entertainment is "Love Me Tonight". A Parisian tailor—that's Maurice Chevalier—falls in love with Jeanette MacDonald—that's the princess—and she goes for him in the usual great, big way.

That's all that happens so far as narrative is concerned. But in treatment and in direction, Rouben Mamoulian has done a job decidedly Lubitsch-like in its touches, its nuances, its delightful manner of riding over the suggestive spots, of which there are many.

Set to a musical background furnished by Rogers and Hart, "Love Me Tonight" is constantly refreshing. It is sophisticated, yet it is down to earth and, while that sounds as if we can't quite make up our minds, the picture is a very adroit blending of both. Chevalier is his per usual self. He's on the screen constantly and for that millions of American women will sing hosannas.

First "Movie Crazy", then "Horse Feathers" and now "Love Me Tonight", Paramount is off to a new season's start that will bear watching. KANN.

REMEMBER—

NOVEMBER!

Perth Drops Back to Second Place.

MELBOURNE AGAIN IN FRONT.

KEEN CONTEST IN SEPTEMBER MONTH DRIVE.

THE standings announced to date in the September Month Drive show that Perth's burst of speed on the first two weeks proved too strong for them and they have flopped almost ten points, with the result that Melbourne is once again in the lead with an advantage of six points. It certainly looks like the hard steady plugging of Claude Henderson and his boys is going to prevail over the short-lived bursts of the Perth bunch. However, there is still another week to go, and who can tell whether George Nacard has not another sprint in reserve.

Adelaide is right on the heels of the leaders and must be watched, whilst Sydney is creeping up almost unnoticed. They increased their percentage by nine points this week.

With only one more week to go, the field enters the home stretch of a contest that has been one of the most successful in the history of the company. Win or lose, every branch has indeed covered themselves with glory.

A KNOCKOUT.



There is no doubt that "Lady and Gent", with George Bancroft and Wynne Gibson, pictured above, is one of the finest pictures we have made in a long time. In every sense of the word it's a knockout.



IT'S IN THE AIR... "PARAMOUNT FOR 1933".

FACTS YOU SHOULD KNOW

REG FELTON



THE announcement was made recently that Paramount will add to its 1933 schedule, several western stories by Zane Grey. "Heritage of the Desert" has been chosen as the first, and Randolph Scott will head the cast. The Zane Grey pictures will replace the Larry Darmour productions originally announced on the new season's line-up.

The Hollywood studios are at present looking more like a radio station than a motion picture lot. "The Big Broadcast" is the cause of this unusual incident, the reason being that there are only two locals appearing in the production, the rest of the cast, which is exceptionally large, is comprised of most of the leading radio artists of America. Stuart Erwin and Leila Hyams are the locals and to name just a few of the rest we see Burns and Allen, Bing Crosby, Cab Calloway, The Mills Brothers and Vincent Lopez.

Paramount's "Madame Racketeer", by the way, has been changed to "The Sporting Widow", and, judging by reports from many quarters, coming from those who have seen the picture, there is certainly something in store for the less fortunate, who have not yet had this privilege. Alison Skipworth and Richard Bennett head the cast of this one.

Although Cary Cooper was originally chosen to head the cast of Paramount's "Madame Butterfly", Cary Grant has now been awarded the role and will share leading honors with Sylvia Sidney.

"HOWDY FOLKS!"



Maurice Chevalier says "Howdy" in his best manner, and passes on the information that "Love Me To-night" is his best to date.

PERSONALITIES.

GENERAL Sales Manager, "Bill" Hurworth leaves Sydney to-night for an extended tour of the Southern States. Mr. Hurworth will visit Melbourne, Adelaide and Perth branches, and will start the boys off on the new season's selling campaign. He is expected to be absent from Head Office in all about four weeks.

Gordon Brookes, Brisbane Manager is back again at his desk following a very successful trip to the Far North.

A new member of Paramount's New Zealand office is Ross Gore, who joins the Wellington branch as salesman. He was formerly attached to Western Electric.

Among the ... Ad-Sales Boys by LEN JONES

THREE weeks of the Drive are over, and W. Bignell of Adelaide, is again in front of H. Quincey of Brisbane, by a very small margin. A feature of this week's standings is the remarkable spurt made by Baden Abotomey, Sydney Ad. Sales Manager, who has jumped from fifth to third position.

Perth branch is now in fourth position, Wellington fifth, and Melbourne is still at the bottom of the standings.

Next week's figures will be the deciding factor in the Drive, and a great run is being put in by Sydney branch, who hope to snatch a last minute victory from the present leaders.

The "God Save the King" title has proved of great value during the Drive as an extra business line, and the boys have not been slow in appreciating this fact. Recent sales of same now bring the total sales to close on 250. Recent sales include twenty titles each from Perth and Melbourne branches.

A. Nicholas, Melbourne Ad. Sales Manager, is not overlooking any of the numerous novelty lines in his efforts to improve his present standing in the Drive. Recent sales from his branch include Window Boards, Lobby Stands and Photogravures.

Following upon excellent sales of the "God Save the King" titles, Henry Quincey is now turning in some excellent orders of one-sheet Snipes and three-colour Couriers.

ALL SET FOR NOVEMBER ?



THE
NEW

Paramount PUNCH

for 1932

Vol. 6.—No. 8.

SYDNEY, AUSTRALIA.

October 5th, 1932.

U
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UNITED... in every concentrated effort of every individual... that is the spirit of Paramount to-day... not for you, not for me, not for your particular branch or department... but for Paramount.

Hand in hand, our Production and Distribution Departments are working... striving to overcome all obstacles, surmount all barriers, to ultimately achieve the success such efforts and loyalty so richly deserve. Paramount's new season product is unquestionably the best line-up of pictures ever before offered the theatre-going public. With casts, stories and titles such as it has been our privilege to assemble, the final results are inevitable. It isn't only that we believe in our product, it is because we actually HAVE pictures that Mr. and Mrs. Public will cheer and... most importantly... spend their hard-earned money to see.

Our studio in Hollywood is doing its part... giving us pictures whose production is flawless. Now comes the job of the Foreign Department to see that each and every-one of these productions grace the screen of every possibility.

The International Drive for the Month of November will be the Foreign Department's way of showing the Production, Domestic and Theatre Departments that we are with them in the united stand for Paramount. I have cabled Mr. Hicks that he can rely upon "The Blue Ribbon Bunch" to make the best possible showing in the drive.

Wm. F. Clough

Managing Director.

The New 1932
PARAMOUNT PUNCH.
Vol. 6—No. 8. Oct. 5th, 1932.
Reg Kelly—Editor.

Published every Wednesday by
Paramount Film Service Ltd.,
Head Office, Sydney, Australia,
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Campaign for the rest of 1932.

CONTENTS ARE STRICTLY
CONFIDENTIAL.
W. J. CLARK,
Managing Director.

**Don't Say We
Didn't Tell
You . . .**

THAT "The Sporting Widow" is one of biggest surprise pictures of the year . . . That Head Office staff who saw it last night voted it as the biggest laugh in a long time . . . That Harold Lloyd's "Movie Crazy" opens an extended season at the Melbourne Capitol next Saturday . . . and Bob White from Head Office is working with Jim Thornley and Len Peuleve on a campaign that looks like being a "humdinger" . . . That "Bill" Hurworth is signing up the Victorian exhibitors right and left on the new product . . . That "Merrily We Go To Hell" opens to-night at the Sydney Prince Edward Theatre for an extended season . . . That the new three-coloured courier on "Movie Crazy" is probably one of the best we have produced in a long time . . . That you Ad. Sales boys should sell a million without any trouble . . . That Maurice Chevalier's "Love Me To-night" is here and has the Censor's okay . . . That Paramount is still the greatest name in pictures.

**GET SET FOR
NOVEMBER!**

ANNOUNCED NEXT WEEK

WINNERS OF PARAMOUNT MONTH CONTEST.

CLOSE FINISH EXPECTED IN BOTH FILM RENTAL AND AD. SALES SECTIONS.

IN order that the Head Office Statistical Department can be sure of the returns of every branch, the posting of the final figures in the Paramount Month Contest will not be announced until the next issue of "Punch". This will give Mr. Naylor and his staff ample time to make a check on all figures.

The race throughout the month has been one of the closest and most keenly contested in the history of the organisation, and everyone is on their toes waiting for the numbers to go up. Unless something unexpected turns up it looks like the winner will come from either Perth, Melbourne or Adelaide.

In the Ad. Sales division, Brisbane appears to have the drive well in hand, but close competition in the final burst is expected from Adelaide and Sydney. The latter branch is making a determined effort, having advanced from the tail of the field to be among the leaders.

The drive has been a tremendous success, and win or lose, every branch has covered themselves in glory, by all going 100 percent over Quota. It has been indeed a great performance.



Here is Charles Laughton with Tallulah Bankhead in a shot from "Devil and the Deep." Laughton is the screen's latest sensation, and what a hit he makes in this picture.

THERE'S PLENTY OF PUNCH IN THE BLUE RIBBON BUNCH.

LEADS FAN MAIL.

ALTHOUGH he has appeared in only a few pictures to date, playing little more than bits, George Raft is getting more fan mail than any other four Paramount players put together, said Mr. Sam Katz recently in an address at the luncheon given by Adolph Zukor to out-of-town critics who were in New York as Paramount's guests. The studio also can plan more stories on Raft than on any other player on the lot. Mr. Katz also is keen about the possibilities of Herbert Marshall, Charles Laughton and Carey Grant. Other players being groomed for bigger things by Paramount include Fredric March, Gary Cooper, Miriam Hopkins and Sylvia Sidney.

OPENS TO-NIGHT.

"Merrily We Go To Hell" At Prince Edward.

THE Fredric March-Sylvia Sidney co-starring vehicle "Merrily We Go To Hell" opens to-night at the Sydney Prince Edward Theatre for an extended season. Mel Lawton's campaign has been a good one and the preliminary bookings are better than they have been for some time. Harold Lloyd's "Movie Crazy" is scheduled to follow this picture into this age of extended season houses.

SHOUT IT FROM THE HOUSE-TOPS.



WATCH CLAUDETTE.



Here's a little lady that needs watching. Mark our words, soon she will be among the front rank of box office names. Watch for her in "The Man from Yesterday," "The Phantom President," and "The Sign of the Cross."

AUSTRALIAN PREMIERE.

"Movie Crazy" Opens Saturday at Melb. Capitol.

HAROLD LLOYD'S Paramount release, "Movie Crazy", the first picture he has made in two years, and reputed by good judges to be better than that marvellous box-office success, "College Days", will enjoy its Australian premiere at Paramount's Capitol Theatre, Melbourne, on Saturday next.

Bob White, Paramount's Exploitation Manager, is at present in Melbourne, working in conjunction with James L. Thornley, General Manager, and Len Peuleve, Publicity Manager of the Capitol Theatre, on an extensive campaign. The Harold Lloyd pictures have all been exploitation "naturals", and it is quite on the cards that this trio will promote something out of the box in showmanship ideas for selling this picture to the public.

"HORSE FEATHERS".

FILMDOM'S greatest nut comedy aggregation, the Four Marx Brothers, ring the box office bell again in this Paramount production. It is a fantastically funny concoction, designed solely for the lauls, and delivers them by the carload. No particular plot to the affair, although the dazzling Thelma Todd is in the lineup to provide romantic interest, and no rhyme or reason to anything except that it is meant to provide amusement. A couple of comic musical numbers help to enliven the proceedings, which move along at a fast gait. If your customers want to laugh—not little polite hee-hees, but robust belly guffaws, this is their meat.

From "Film Daily".

LLOYD CONTEST.

Start Plugging It Right Now With Exhibitors.

DON'T forget to start plugging the "Movie Crazy" exploitation contest right now among exhibitors. There is £75 in cash prizes to be won and this should be an incentive to exhibitors to put some smart showmanship behind the picture. Remember every exhibitor you get to enter the contest means extra revenue for the picture. This week every showman will receive the special bulletin prepared by the Exploitation Dept. giving full details of the contest

BROADCAST IT EVERYWHERE.



IT'S IN THE AIR... "PARAMOUNT FOR 1933".

FACTS YOU SHOULD KNOW

REG FELTON



"OLD Home Week" is being celebrated at the Paramount Studios. Four stars and two directors, formally under contract to Paramount are again at work there. Thomas Meighan, Lila Lee and Edward Everett Horton are back after several years absence for "Madison Square Garden", "Night of June 13" and "The Honest Finder" respectively. Kay Francis returned after a year to appear in the latter picture. The directors are Frank Borzage, directing "A Farewell to Arms" and Cecil B. De Mille directing "Sign of the Cross".

Nancy Carroll will return to Paramount in the production of "Night After Night". She will be seen opposite George Raft who, you will remember, gave an impressive performance in Paramount's "Dancers in the Dark" and "The Sporting Widow".

Production news reveals that, with "Night of June 13" nearing completion, plans are under way to co-feature Gene Raymond and Frances Dee in a second successive picture. "Eleventh Avenue" has been chosen as the new vehicle, and will go into production very shortly. William Slavens McNutt is the author of the story.

As further evidence of Dickie Moore's acting ability, Paramount has signed him for a featured role in "Metropolitan Garage". He has just completed an important part in Paramount's "Blonde Venus", in which he excellently supported Marlene Dietrich. "Metropolitan Garage" will be the third of eight that Charles R. Rogers has been assigned to make for Paramount.

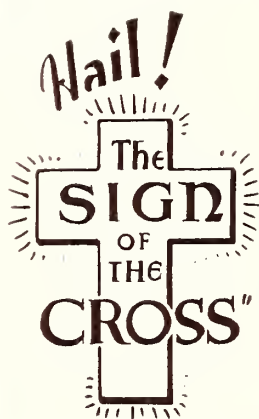
A REMINDER.

DONT forget to remind exhibitors in your territory who have entered in the Shield Contest to the effect that all evidence of Paramount Week Exploitation must be in the hands of the Paramount Exploitation Department before October 15.

PARAMOUNT CLUB.

HALF YEARLY MEETING TO-MORROW.

THE half yearly meeting and election of officers of the Paramount Club will be held to-morrow in the Little Paramount Theatre. Nominations close to-day for the position of secretary, treasurer and committee comprising of three ladies and one gentleman.



Among the ... Ad-Sales Boys by LEN JONES

THE last week's figures for the September Drive were the second best recorded this year, the best figures being those for Paramount Week, which was the first week of the Drive.

Exceptional business has been done by all branches, the figures from Sydney, Brisbane and Adelaide, being worthy of special mention. The winner will undoubtedly come from one of these three branches. The final results will not be available, however, until complete returns are received from all branches. The winner will be announced in the next issue of "Punch".

Some time ago, mention was made in "Punch" of the exceptional sale of three-colour Couriers by George Hayes of Launceston branch. His quota of these Couriers was increased from 3,000 to 6,500. George now advises that he has been able to increase these to 9,000, which means that his original quota has been trebled.

Baden Abotomey, Sydney Ad. Sales manager, has been turning in some very fine Ad. Sales orders. Recent sales from his branch include 8,000 three-color Couriers, 500 one-sheet Snipes, 3 x 24 sheets and miscellaneous Ad. Sales items for "This is the Night". All this material was sold to an exhibitor in Newcastle. He also sold 12,000 Couriers for a double feature programme to a second run city theatre. Congratulations, Baden!

ALL SET FOR NOVEMBER ?



THE
NEW

Paramount PUNCH

for 1932

Vol. 6.—No. 9.

SYDNEY, AUSTRALIA.

October 12th, 1932.

MELBOURNE WINS!

YARRA CITY BOYS MAKE DETERMINED FINISH TO CLINCH PARAMOUNT MONTH DRIVE.

BRISBANE TAKES AD. SALES PRIZE.

THE numbers are up!

Melbourne, making a great grand-stand finish are the winners of the most creditable Paramount Month Drive in the history of the organisation.

Perth, who made the pace a cracker during the greater part of the contest could not stay the distance and finished in second place. Sydney were close behind in third place.

Harry Quincey, Brisbane Ad. Sales Manager is the winner of the Ad. Sales Section of the contest, leading home Adelaide and Sydney. The latter branch made a determined effort over the last two weeks, coming from the tail of the field. However, Quincey made the pace too hot throughout the entire month and was never headed.

And the prizes!

The sales staff of the Melbourne branch and the Ad. Sales section of the Brisbane branch will shortly receive the cash prizes as promised.

Detailed percentages of the branches will be found on another page of this issue. Now for the International Drive for the Month of November. Let's Go!

IN APPRECIATION.

The New 1932
PARAMOUNT PUNCH.
Vol. 6—No. 9. Oct. 12th, 1932.
Reg Kelly—Editor.

Published every Wednesday by
Paramount Film Service Ltd.,
Head Office, Sydney, Australia,
in the interests of the Paramount
organisation in Australia, New
Zealand and the Far East.
Dedicated to the fighting Sales
Campaign for the rest of 1932.

CONTENTS ARE STRICTLY
CONFIDENTIAL.
W. J. CLARK,
Managing Director.

**Don't Say We
Didn't Tell
You...**

THAT Melbourne collected the cash prizes in the September Drive ... That Brisbane Ad. Sales Dept. was also in the money... That the only topic of conversation in Head Office these days is "Love Me To-Night" after the first screening on Monday afternoon... That Jim Thornley and Mel Lawton who both sat in on the screening are more enthusiastic about this one than any other picture we have ever shown them... That Mr. Clark has decided to save it as a Xmas attraction so you have plenty of time to keep talking about it... That Bill Hurworth is in Perth winning signatures and golf balls from exhibitors... That Bob White and Len Peuleve put over a marvellous campaign in Melbourne for the Australian premiere of Harold Lloyd's "Movie Crazy"... That "Devil and the Deep" is here, and from reports it is definitely a long run attraction... That Paramount is STILL the greatest name in show business.

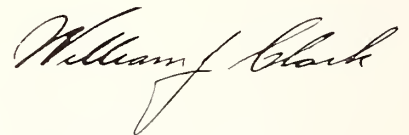
**GET SET FOR
NOVEMBER!**

TO each and everyone of you boys and girls who participated in making the Month of September Drive such a sensational success, I want you to know just how much I appreciate your efforts. This drive was probably the most outstanding in the history of the organisation. Every branch, without one exception, made a splendid showing.

Nobody gave a thought to depression and adverse economic conditions... a splendid alibi for slackers... But everyone put their shoulders to the wheel at a time when it was needed most, demonstrating the truth in our slogan... "There's Plenty of Punch in the Blue Ribbon Bunch".

To the members of the sales staff of the Melbourne Branch, who obtained the highest percentage over Quota, and to the Ad. Sales Department of the Brisbane Exchange, who led the field in that section, I am happy to announce that you will shortly receive the prize money promised.

Now we have almost on top of us the International Drive for the month of November. This is not an individual effort, but a contest embracing every country in the world where there is a Paramount office. Here is our chance to show the rest of the world the famous Australian fighting spirit. All that I ask you is to go after this Drive in the same grand spirit that you went after the September Drive, and I am sure that nothing will stop us from leading the field past the post.



Managing Director.

THERE'S PLENTY OF PUNCH IN THE BLUE RIBBON BUNCH.

NOVEL STUNTS SELL "MOVIE CRAZY".

NOVEL exploitation stunts, as well as highly attractive newspaper advertisements, were a feature of the campaign for Harold Lloyd's "Movie Crazy", at Paramount's Capitol, Melbourne, last week.

Nine men, attired to represent Harold Lloyd, and each with a live white mouse sitting on his shoulder, paraded the main business streets, playing with Yo-yos, a new toy craze in Melbourne.

A "Harold Lloyd Smile Contest", extending over a period of a week, also brought plenty of notice. Newspaper ads. revealed that the Harold Lloyd cameraman would be on the streets daily to photograph those wishing to compete. First prize was a free film test, and a small part in a current Efftee production.

For the purpose of interesting the kids in "Movie Crazy", a boys' bicycle race was run last Saturday morning. All contestants were required to wear Harold Lloyd specs, either real or home-made. First prize was a Malvern Star bicycle, promoted from the

(Continued to Col. 2.)

PARAMOUNT MONTH DRIVE.

OFFICIAL RESULTS.

FILM RENTALS.

Pos.	Exchange.	Percentage.
1.	Melbourne (Inc. Launceston)	133.064
2.	Perth	123.110
3.	Sydney	121.188
4.	Adelaide	117.183
5.	Brisbane	105.722
6.	Wellington	99.208

AD. SALES.

Pos.	Exchange.	Percentage.
1.	Brisbane	178.603
2.	Adelaide	171.521
3.	Sydney	171.517
4.	Wellington	141.122
5.	Perth	137.422
6.	Melbourne (Inc. Launceston)	112.557

Certified Correct.

(Sgd.) A. W. L. Naylor.

(Continued from Col. 1.)

manufacturers. Nearly three hundred youngsters turned up.

After the race, all the boys, wearing their Lloyd specs, rode to the

(Continued to Col. 3.)

"MERRILY WE GO TO HELL" BOX- OFFICE HIT.

SYDNEY is going for "Merrily We Go To Hell" in a big way as evidenced by the splendid business the picture is doing at the Prince Edward Theatre, where it is now in its second week. It seems set there for another two weeks at least.

The public like the picture and are talking about it, whilst the press accorded it some splendid write-ups.

"Truth" says:—"It is a picture that provides you with splendid acting, tears, some laughs, and a story with a body in it".

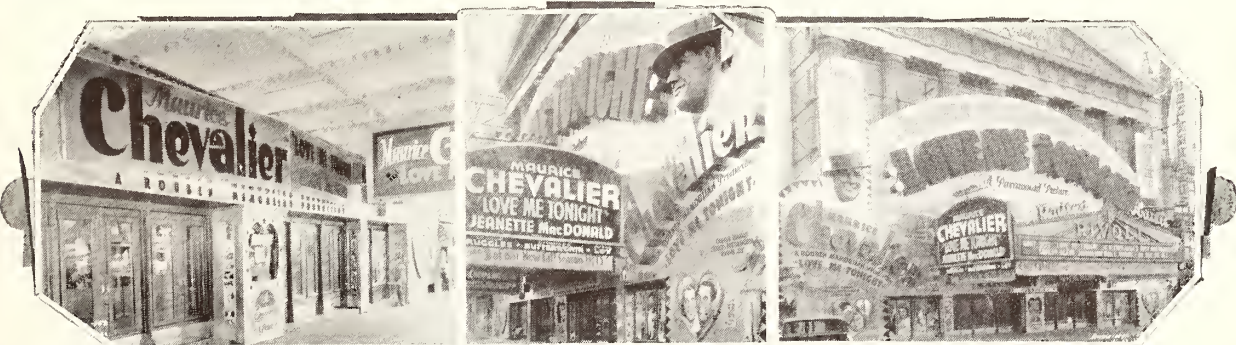
"The most entertaining picture for some time", wrote Isobel Gullett in the "Sun".

(Continued from Col. 2.)

theatre lobby, where consolation prizes were awarded, and the judging of the best Harold Lloyd likeness took place.

James Thornley, General Manager of the Capitol Theatre; Len Peuleve, Theatre Publicity Manager, and Bob White, Head Office Exploitation, were responsible for the above efforts.

NEW YORK THEATRE DISPLAY FOR "LOVE ME TO-NIGHT".



Here's how the New York Rivoli Theatre told Broadway how proud it was to screen Maurice Chevalier's "Love Me To-night". What a great display—and what a picture!

IT'S IN THE AIR... "PARAMOUNT FOR 1933".

FACTS YOU SHOULD KNOW

REG FELTON



CONSTANCE CUMMINGS has been chosen to play the leading role opposite George Raft in Paramount's "Night After Night". As will be seen, this contradicts the information passed on to you in the last issue of "Punch", which stated that Nancy Carroll would return to Paramount in this production, but the latest studio news reveals that Miss Carroll has been transferred from this production to that of "Hot Saturday". George Raft will also be seen in this picture, together with Richard Arlen and a large supporting cast.

Two original songs, both by Harry Ruby and Bert Kalmar, are introduced in the Four Marx Brothers' latest starring vehicle for Paramount, titled "Horse Feathers". They are "Everyone Says I Love You" and "I'm Against It". Each of the comedians uses the first for short solos, and the latter is sung by Groucho and a chorus of bewhiskered college professors. "Horse Feathers" will arrive here to-morrow on the "Monterey".

"No Man of Her Own" has been definitely set as the final title of Paramount's production co-starring Clark Gable and Miriam Hopkins. The story is an adaptation of Val Lewton's novel, "No Bed of Her Own".

"All My Love" has been announced as the title of a coming Paramount production, for which Sylvia Sydney has been assigned to play an important part.

PERSONALITIES.

JIM THORNLEY, General Manager of Paramount's Melbourne Capitol Theatre, is in Sydney on one of his regular visits to Head Office.

Mr. Hurworth continued west from Adelaide, and arrived in Perth yesterday morning.

Bob White has returned to his post in Head Office, after spending a week in Melbourne. Bob has been working on the launching of "Movie Crazy" in that city.

Bill Blood, Queensland Salesman, paid a hurried visit to Sydney over the week-end to see his dad, who is seriously ill.

FROM PAUL VERDAYNE.

RECEIVED this week from the

Far Eastern offices are a number of "This is the Night" advertisements, and to Paul Verdayne of Paramount's Singapore Branch, goes great credit for his very original design and lay-out.

Also among Paul Verdayne's mail is a rather effective exploitation idea in the way of letter stickers for "Sign of the Cross".



Among the ... Ad-Sales Boys by LEN JONES

WE offer congratulations to Henry Quincey, Brisbane Ad. Sales Manager, the winner of the September Drive, and to W. Bignell, of Adelaide, who finished second. Baden Abotomey, Sydney Ad. Sales Manager, is also to be congratulated on his meritorious performance. Left at the post at the beginning of the Drive, his effort in finishing third, only a few points from the winner, was one of the outstanding features of the Drive.

The success of this Drive brings home forcibly the fact that extra business CAN always be obtained by those who have enough initiative to go after it.

During this week, samples of the new novelty will be forwarded to all Ad. Sales Managers and Salesmen. And what a novelty it is! There has never yet been anything like it handled by any motion picture company. It will be known as 'Animated Specs', and will be available through all Ad. Sales departments to exhibitors who are fortunate enough to screen Harold Lloyd's greatest production to date, "MOVIE CRAZY". You will hear more about this novelty from Head Office at an early date.

The God Save the King title is still proving a popular item with exhibitors, and the total sales have now reached the 300 mark. Most recent sales include 40 from Wellington branch and 20 from Sydney.

Launceston branch was the only one to exceed Quota for week ending October 8th, while Melbourne branch was only a few pounds off.

ALL SET FOR NOVEMBER ?



THE
NEW

Paramount PUNCH

för 1932

Vol. 6.—No. 10.

SYDNEY, AUSTRALIA.

October 19th, 1932.

A FEW days ago I had Dan Carroll, Mel Lawton, Jim Thornley, and some of the Head Office boys into the Little Paramount Theatre to see a picture. After the screening, I saw such a powerfully intensive display of real enthusiasm as I have seen in a long while.

The picture screened was "Love Me Tonight".

I want to tell you here and now, that this is Paramount's outstanding box-office picture in ten years. It spells box-office at any angle that you may look at it.

Chevalier is marvellous . . . many times greater and finer than he ever was in any other picture. He acts with greater finish than ever before, and his sense of comedy is more pointed and understandable. He sings song hit after hit . . . Songs that will be remembered, sung and whistled around the world. Everybody, everywhere, will adore him for his performance in this one.

Every member of the cast is perfect. And the direction! Mamoulian has turned out the finest directorial job of his career. You can go the limit on "Love Me Tonight". Here is the greatest piece of theatrical property we have handled in years. The studio has done its job, now it's up to us. Let's Go!

William Clark

Managing Director.

**PARAMOUNT'S BEST
BOX-OFFICE BET IN
YEARS.**



The New 1932
PARAMOUNT PUNCH.
Vol. 6—No. 10. Oct. 19th, 1932.
Reg Kelly—Editor.

Published every Wednesday by
Paramount Film Service Ltd.,
Head Office, Sydney, Australia,
in the interests of the Paramount
organisation in Australia, New
Zealand and the Far East.
Dedicated to the fighting Sales
Campaign for the rest of 1932.

CONTENTS ARE STRICTLY
CONFIDENTIAL.
W. J. CLARK,
Managing Director.

**Don't Say We
Didn't Tell
You . . .**

THAT November is almost here and now is the time for you to make a re-check over your territory and line-up every unbooked possibility . . . That "Love Me Tonight" is the greatest piece of theatrical property we have handled in years . . . That by the time you read this Harold Lloyd's "Movie Crazy" will be cleaning up in three cities, Sydney, Melbourne and Brisbane . . . That showmen throughout Australia and New Zealand are pepped up over the exploitation contest for cash prizes . . . That this contest is making the way easier for you salesmen to secure bigger and better dates on Lloyd . . . That we have just seen "Devil and the Deep" with Gary Cooper and Tallulah Bankhead . . . and . . . Charles Laughton and it is a tremendous dramatic smash . . . That "Horse Feathers" is here and the Marx Brothers are funnier than ever . . . Watch for an early release . . . That Paramount is still the greatest name in show business.

**GET SET FOR
NOVEMBER!**

TREMENDOUS DRAMATIC SMASH.



Tallulah Bankhead and Charles Laughton in a scene from "Devil and the Deep", one of the greatest dramatic hits we have released in a long time. Watch this Charles Laughton—he is a sensation—and don't forget he plays Nero in de Mille's "Sign of the Cross".

WINS THE RAVE OF CAMERAMAN.

"BLONDE VENUS".

HERE'S what Bert Glennon, the cameraman on "Blonde Venus" has to say about Dietrich's next release: **"It's the grandest thing she's ever done and is the best thing Von Sternberg has done. This one will keep Paramount going strong for a long time to come. I have seen a lot of pictures in my time. This tops them all."**

When the cameramen begin to rave, you can be sure Paramount has something.

With "Horse Feathers", "Love Me Tonight" and "Movie Crazy" under the wire and "Blonde Venus" coming through it sure looks like Paramount's PARAMOUNT Year!

BOB WHITE IN BRISBANE.

FOR "MOVIE CRAZY"

BOB WHITE, Head Office Exploitation Manager is certainly a busy man these days. Last week he was in Melbourne assisting Len Peuleve on the Capitol campaign for Harold Lloyd's "Movie Crazy". Then to Sydney for the local opening, and now he is in Brisbane working with Ernie Pelling at the Wintergarden Theatre. Bob is expected back in Sydney next week, where he has campaigns and national tie-ups on "The Blonde Venus" and "Horse Feathers" awaiting his attention.

THERE'S PLENTY OF PUNCH IN THE BLUE RIBBON BUNCH.

WHAT

ABOUT

NOVEMBER?

JUST two weeks to go before the race starts for the international drive for the month of November. Just two weeks for you boys in the field to line up every possibility for extra dates and playing time.

France, Germany, England, South America, Italy, Japan, every country where there is a Paramount office, are giving this contest every ounce of driving power they possess. This is not a contest among ourselves, but really the Paramount Olympiad. The opposition is tough. Tougher than it has ever been, and if we are to make a creditable showing we've got to go after extra revenue with just one goal in sight, and that is to beat the September month figures.

Right now we are getting a run of good pictures... pictures that you can go out and get extra dates and playing time. Harold Lloyd's "Movie Crazy" will be a general release during November as will "Devil and the Deep", "Horse Feathers", "The Sporting Widow", "Guilty As Charged" and "70,000 Witnesses". There's a line-up of box-office munition. Enough high-calibre entertainment there to cover every screen in the country for November. Exhibitors and public are crying out for good pictures... here's our opportunity to make one of the biggest clean-ups in the history of the industry.

CRITICS ACCLAIM CHAS. LAUGHTON.

GREAT CHARACTER ACTOR

READ what the American newspaper critics had to say about Charles Laughton, the screen's latest sensation:—

Laughton is 1932's contribution to the stellar line-up. He is an actor of amazing dramatic talents which can better be displayed on the screen than before the footlights. Like Janings, Laughton makes every facial movement count.

—"N.Y. Daily News".

"Mr. Laughton is superb. The shadings in his characterisation are among the most delicate, the most masterly strokes ever witnessed upon the talking screen... His is a distinctive type, a new personality, and the fans throughout the land should rejoice over his arrival."

"Jacksonville Times-Union".

"It seems to me that Mr. Laughton's acquisition by Paramount is



greater news than was the Dietrich debut."

—"Buffalo Times".

"...excellent work of Mr. Laughton... Mr. Laughton's forceful and resilient portrait is the outstanding histrionic contribution."

—"N.Y. Times".

"Indeed Laughton's heavy is really epic."

—"Variety".

OPENS TO-NIGHT.

"MOVIE CRAZY" AT
SYDNEY PRINCE EDWARD
THEATRE.

HAROLD LLOYD'S "Movie Crazy" will open its Sydney season to-night, at the Prince Edward Theatre, where it is booked for an extended season. Manager Mel Lawton has backed the opening by a particularly good campaign and advance bookings are far above average, which looks like a great season. The picture opens next Saturday in Brisbane, which means that next week "Movie Crazy" will be screening simultaneously at Sydney, Melbourne and Brisbane.

IT'S IN THE AIR... "PARAMOUNT FOR 1933".

FACTS YOU SHOULD KNOW

REG FELION



GOOD LUCK, BERT!



Bert Kelly, Victorian Branch Manager, hears the news that his Branch has won the September Month Drive, and celebrates—"with the flies".

PERSONALITIES.

JOHN LAYCOCK, recently transferred from the Sales Promotion to the Publicity Department is at present on his annual vacation.

"Punch" wishes a speedy recovery to Miss Sheehan of the Launceston office, who recently underwent a serious operation.

Mrs. E. Harmer (nee Elsie Kench), was farewelled by a party of her office friends at afternoon tea on Friday last, when she severed her connection with Paramount, after eight years of service.

NEW TITLE.

THE Edmund Lowe-Victor McLaglen vehicle "Guilty as Hell" has undergone a change of title and will be released as "Guilty as Charged".

REMEMBER—

NOVEMBER!

Among the ... Ad-Sales Boys by LEN JONES

THE Ad. Sales boys are off to a flying start with sales of the new Lloyd novelty, 'Animated Specs', which are available for "Movie Crazy" Release dates have been set for Sydney, Melbourne and Brisbane, and each Ad. Sales Manager in these branches has been successful in disposing of 1,000 Specs in their first release houses. The boys are certainly not going to let any exhibitors pass up this outstanding Ad. Sales item, and sales of same should more than double any previous novelty handled.

Every branch has now been forwarded their quota of the 3-colour Courier on "Movie Crazy". This Courier, together with the novelty Specs, completes a line-up of seat-selling Ad Sales, of which every exhibitor with any sense of showmanship will be pleased to avail himself.

After four weeks of splendid business during the September Drive, Henry Quincey is still chasing extra business, and getting it. A recent Ad. Sales contract taken by him covers 5,000 three-colour Couriers for "The Strange Case of Clara Deane", which were sold to an exhibitor in addition to his usual standing order.

Strong selling is being indulged in by W. Bignell, Adelaide Ad Sales Manager, who has obtained an increased order of 24-sheets from his first release house, whose former order was 5 x 24 sheets for each programme. This has been increased to 9 x 24 sheets for all future programmes.

ALL SET FOR NOVEMBER ?



THE
NEW

Paramount PUNCH

for 1932

Vol. 6.—No. 12.

SYDNEY, AUSTRALIA.

November 2nd, 1932.

RESOURCE- FULNESS



RESOURCEFULNESS is one of the necessary qualifications that any successful Paramounteer must have.

Study the recent Paramount Month contest... look up the accomplishments of the leaders... and you will find that they were the fellows who were the most resourceful.

The continued methodical placing of our product in the usual first-run houses and then on to subsequent runs is the routine which gives us our uniform weekly results; but it remains for a drive such as the Paramount Month contest and the present international drive for the Month of November to demonstrate who are the most resourceful.

If we are to lead the field in this present international contest we will have to be the most resourceful and to be that we must widen distribution... sell sanely and well... take every advantage of extended runs, repeat bookings, revival weeks, and the booking and placing of unscreened subjects.

Without the fullest development of resourcefulness it would have been impossible to speed up an organisation to deliver for four successive weeks an increase of over fifty per cent. above its normal weekly average. That's what we did in Paramount Month, and I know that we can do it again during November. Let's Go.

William Clark

Managing Director.

The New 1932

PARAMOUNT PUNCH.

Vol. 6.—No. 12. Nov. 2nd, 1932.

Reg Kelly—Editor.

Published every Wednesday by
Paramount Film Service Ltd.,
Head Office, Sydney, Australia,
in the interests of the Paramount
organisation in Australia, New
Zealand and the Far East.
Dedicated to the fighting Sales
Campaign for the rest of 1932.

CONTENTS ARE STRICTLY
CONFIDENTIAL.

W. J. GLARK,
Managing Director.

**Don't Say We
Didn't Tell
You...**

THAT to-day is the second day of November... That by this time you should have everything under-way for a big clean-up... That "Movie Crazy" is still clicking merrily at Sydney Prince Edward... That "Devil and the Deep" is the next listed for that house... That "Horse Feathers" is the biggest scream in years... That it is chockful of Marx cracks and funny situations... That Jimmy (Schnozzle to you) Durante scores a perfect hit in George M. Cohan's "The Phantom President"... That exhibitors are stampeding to sign for Paramount's PARAMOUNT year... That Gen. Mgr. Hurworth, who returns to Head Office next week from a trip right across to Perth comes back with a pile of contracts a mile high... That Paramount is STILL the greatest name in show business...

Resignation of Sam Katz from Paramount in New York was announced to-day. No other changes are contemplated, and the Paramount Executive force will continue to operate as heretofore.

"MANY A TRUE WORD . . .

GEORGE M. COHAN

SOMEWHERE IN NEW YORK

GEORGE THIS IS YOUR OLD PAL JIMMY DURANTE
TELEGRAPHING STOP THE HUMIDITY OF IT FOR
YOU NOT TO BE HERE FOR THE PREVIEW OF "THE
PHANTOM PRESIDENT" STOP WHILE YOU WAS
GIVING YOUR REGARDS TO BROADWAY HOLLYWOOD
WAS GIVING THEIRS TO YOU AND AM I BLUSH-
ING — EVEN MY SCHNOZZLE STOP WHAT A
PICTURE WHAT A PICTURE WHAT A PICTURE STOP
DID WE PUT OVER THAN CONVENTION SCENE
QUESTION MARK EXCLAMATION POINT STOP AND
WE GOT MILLIONS MORE STOP AND HOW SWELL
CLAUDETTE COLBERT LOOKS ALONGSIDE ME STOP
WITH YOUR SINGING AND DANCING AND ACTING
AND CLAUDETTES PERSONALITY AND MY YOUTH AND
BEAUTY "THE PHANTOM PRESIDENT" IS A CINCH
STOP I GOT ONE COMPLAINT GEORGE THEY GAVE
YOU TWO PARTS TO PLAY AND ME ONLY ONE BUT
I EVENED IT UP I HAD BOTH SIDES OF MY NOSE
PHOTOGRAPHED AND IS IT COLOSSAL — THE
PICTURE I MEAN STOP CONGRATULATIONS

JIMMY DURANTE

... IS SPOKEN IN JEST"

PASTE THIS IN YOUR HAT.

HERE'S the stuff of which champions are made. Recently W. F. Bugie, leading Paramount salesman of the U.S.A. was asked to tell why he is the leading salesman, this was his response:

"I believe that Paramount has the most incentive to make better pictures.

"I believe that Paramount will deliver the greatest line of box-office pictures in its history, and I know that the next three months' releases are outstanding—the most outstanding in the industry.

"I insist that exhibitors see my point of view and acknowledge it with dates and contracts.

"I promise my utmost effort to deliver every available dollar for ad. sales and film rental.

"Nothing will stop me!"

THERE'S PLENTY OF PUNCH IN THE BLUE RIBBON BUNCH.

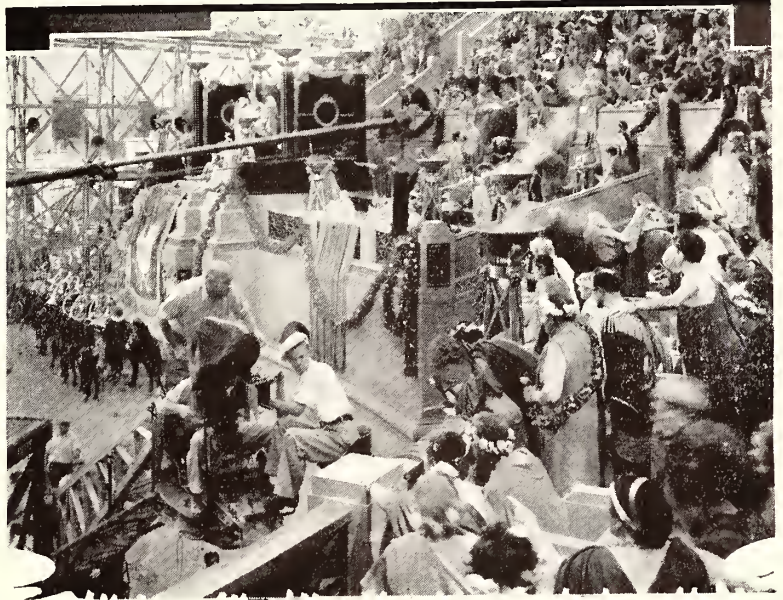
MONTH OF NOVEMBER CONTEST STARTS

**ATTRACTIVE LINE-UP
OF RELEASES WILL
GIVE US FLYING
START.**

"LET'S GO"

THE barrier is up! The race for the honor of being the crack Paramount office in the world-wide organisations is on. It's going to be a long hard grind . . . right throughout the month of November. However, with the aid of the good releases that have been set, we should be able to take care of the opposition.

Sydney will release during November, "Devil and the Deep", "Movie Crazy", "The Sporting Widow", "Guilty As Charged" and "Forgotten Commandments". Melbourne will have "Devil and the Deep", "Horse Feathers", "Lady and Gent" and "Lily Christine". Perth will have "The Miracle Man", "The Misleading Lady", "Sky Bride", "Aren't We All?", "Strangers in Love" and another to be set. Tasmania will have in Hobart and Launceston, "This is the Night", "Sky Bride", "The Broken Wing", "Merrily We Go To Hell", "Sinners in the Sun", "Thunder Below" and "The False Madonna". Adelaide will have "Merrily We Go To Hell", "The World and the Flesh", and "Million Dollar Legs" and three other releases to be set. Brisbane will release "Devil and the Deep", "The Sporting Widow", "Forgotten Commandments" and two others.



This will give you an idea of the colossalness of De Mille's "The Sign of the Cross". The great director is herewith shown directing one of the mammoth Roman arena scenes in the production.

FOR XMAS RELEASE.

"Love Me Tonight". PARAMOUNT CLUB

SYDNEY & MELBOURNE.

ELECTION OF OFFICERS.

MAURICE CHEVALIER'S "Love Me Tonight" will be released at the Sydney Prince Edward and the Melbourne Capitol as a Xmas attraction. With its fairy-tale theme of the princess falling in love with a tailor, the picture is ideally suited for the holiday season. In fact, it would be safe to say that never at any time has any company had such an appropriate picture for release at Xmas.

THE annual general meeting of the Paramount Club took place in the little Paramount Theatre on Monday last and the election of officers for the ensuing year resulted as follows:—Secretary: Hermann E. Flynn; Treasurer: Charles Donaghey; Committee: Misses G. Rankin, M. Adler, C. Andrews, and Mr. Ray Harris.

IT'S IN THE AIR... "PARAMOUNT FOR 1933".

FACTS YOU SHOULD KNOW

REG FELTON



FRANK HOWARD CLARK, veteran writer of screen western stories, has joined the Paramount writing staff and is collaborating with Harold Shumate on the scenario for "Wild Horse Mesa" which will star Randolph Scott with Sally Blane in the feminine lead.

"Evenings For Sale", now in work at the Paramount studios, is being photographed with a new type of film.

The new film makes whites exceptionally clear with no grain and is said to give black an additional richness.

Sari Maritza, Charlie Ruggles and Mary Boland are the only players so far announced for this production. Miss Maritza, by the way, would prefer you to pronounce her name thusly; *SHAH*-ree Marritsa.

Helene Chadwick, an old-time Paramount favorite has returned to the Paramount Studios on the first step of making a screen comeback. She will enact a role in Ernst Lubitsch's "The Golden Widow".

The production of "The Honest Finder" has undergone a title change at the Paramount studios. It is now titled "Trouble in Paradise" and the cast now includes Miriam Hopkins, Herbert Marshall, Kay Francis and Charlie Ruggles.

PERSONALITIES.

JACK O'NEILL of the Head Office Ad. Sales Dept. is catching the "little uns" and letting the big ones get away whilst vacationing at Woy Woy.

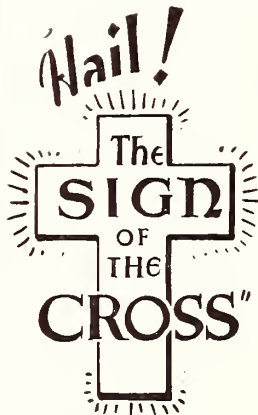
Jeff Sabine of the Paramount Adelaide Despatch Dept. demonstrated his sales ability during the week by selling a silent programme to one of the leading South Australian Colleges. It appears that Jeff was doing a switch at one of the City theatres and happened to pass by this college. The rest is history.

Max Lovatt of the N.S.W. Ad. Sales Dept. is at present on vacation. He is motoring somewhere in the country.

OH! YEAH!

Gracie Burns of the Burns and Allen combination was accosted in the street recently, and asked whether her brother was bald or not.

Gracie intelligently answered: "I really couldn't tell you, I have never seen him with his toupee off."



Among the ... Ad-Sales Boys by LEN JONES

THE Lloyd Animated Specs. for "Movie Crazy" are certainly proving a popular item with showmen. Sydney, Melbourne and Brisbane branches have disposed of many thousands. The reaction of exhibitors to this novelty line convinces us that same will be the greatest money spinning novelty item ever handled in our Ad. Sales Departments.

Samples of the three-colour Courier for "Love Me Tonight" should now be in the possession of all branch managers, salesmen and ad sales managers, and I have no hesitation in saying that everyone interested in the sale of these couriers will agree that the snappy scenes, bright colour and rich appeal make them our best courier selling proposition to date.

W. Bignell, Adelaide Ad. Sales Mgr., is responsible for the sale of 400 special Birthday Club celluloid buttons to a suburban exhibitor, who was sold the idea of making all children attending his theatre members of a birthday club, the members of such club to be entitled to certain theatre privileges. This idea of selling celluloid buttons is certainly worth while following by other Ad. Sales Managers.

Launceston was the only branch to exceed quota week ending October 29th, while Sydney branch failed to reach quota by only a very small margin.

ALL SET FOR NOVEMBER ?



THE
NEW

Paramount PUNCH

for 1932

Vol. 6.—No. 13.

SYDNEY, AUSTRALIA.

November 9th, 1932.

PARAMOUNT IS PARAMOUNT

"1933 will be Paramount's PARAMOUNT Year."

Two months ago I made that statement in announcing our coming Product for the new year. Two months ago we had only the verbal promises of the Production Department to back up that statement.

Since that time, however, we have had the opportunity of seeing some of the advance Product, and we KNOW right now that there was never a more true statement than that phrase . . . "1933 will be Paramount's PARAMOUNT Year". Every shipment is bringing pictures of high box-office calibre in an unbroken line. We have seen such winners as "Movie Crazy", "Love Me Tonight", "Devil and the Deep", "Horse Feathers", "Guilty As Charged", "The Sporting Widow", "The Phantom President", "The Blonde Venus" and others. Those that have been released have stood the acid test of the box-office and are ringing up big grosses at a time which is recognised as being the slump period of show business.

Those pictures I have mentioned are just the advance guard of a year's programme of hits that will be the answer to the prayer of exhibitors and picture-goers who have been crying out for good pictures. The Studios have given us a sample as to what we can expect for the rest of the schedule. Soon we will have "The Sign of the Cross", "A Farewell to Arms", "Madame Butterfly", "The Big Broadcast", "Lives of a Bengal Lancer", "The Island of Lost Souls" and "Trouble in Paradise", to mention a few of the big ones.

1933 will surely be Paramount's PARAMOUNT Year.

Managing Director.

The New 1932
PARAMOUNT PUNCH.

Vol. 6.—No. 13. Nov. 9th, 1932.

Reg Kelly—Editor.

Published every Wednesday by
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W. J. CLARK,
Managing Director.

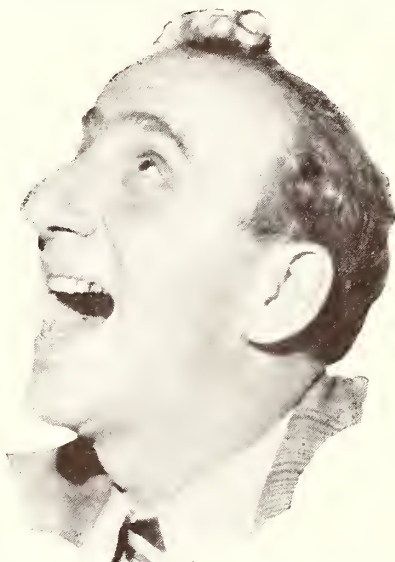
**Don't Say We
Didn't Tell
You . . .**

THAT all Branches are making a splendid effort for the international drive for the month of November . . . that "Movie Crazy" is still clicking nicely at the Sydney Prince Edward Box-office . . . that Jim Thornley wires from Melbourne that "Horse Feathers" starring the Four Marxmaniacs opened on Saturday last to very big business . . . that you should read what Albert Deane has to say about "Night After Night" . . . that General Sales Manager Hurworth is back again in Head Office after several weeks' tour of the southern states and reports a keen demand everywhere for Paramount's 1933 product . . . that "Devil and the Deep" starring Tallulah Bankhead and Gary Cooper is set for an extended season run at the Sydney Prince Edward following the current season of "Movie Crazy" . . . that Paramount is STILL the greatest name in the show business.

NEW DADDY.

Stan Craig, general manager of Paramount in New Zealand is receiving the back slaps from his friends on the arrival of a brand new daughter. Mrs. Craig and baby are doing nicely thanks, and daddy is as well as can be expected.

"LA SCHNOZZOLER".



Jimmy Durante ("Schnozzle" to you), who scores a perfect hit in George M. Cohan's "The Phantom President".

OPENS BIG.

**"HORSE FEATHERS" AT
MELBOURNE CAPITOL.**

JAMES L. THORNLEY General Manager of Paramount's Capitol Theatre, Melbourne, wired Mr. William J. Clark to the effect that "Horse Feathers", the current Marx Bros. starring picture, enjoyed an excellent opening at that house on Saturday last. Despite many strong counter attractions, the opening figures were almost the best recorded at that house this year. Both press and public went for the picture in a big way, and Thornley expects a bumper season.

"Horse Feathers" is scheduled for the Sydney Prince Edward Theatre, following the season of the Tallulah Bankhead-Gary Cooper Paramount picture, "Devil and the Deep", which opens at that house on Wednesday next.

ECONOMY.

A PRACTICAL EXAMPLE.

(By J. A. Sixsmith.)

FURTHER to my recent articles on economy, and to my request that specific instances of the efforts of the Branches in the direction indicated by me should be supplied, I have received a memo from K. O. Logan, the Company's Brisbane Branch Accountant, which reads as follows:—

"... As evidence of the attention being paid to items under this heading by members of the staff, I am pleased to mention the fact that yesterday I had a visit from an official of the City Electric Light Company Limited, who requested an explanation for the large reduction in current used. I have not yet received the account in question, but he informed me that the figures for the current quarter show a decrease of, approximately, 500 units in comparison with the relative quarter in 1931.

"This is mainly the result of a reduction in candlepower of globes fitted as replacements, but individual members have made sincere efforts to avoid unnecessary expense in lighting costs and are naturally gratified with the result . . .".

This is just a slight indication of what can be done where the right spirit prevails.

I personally feel that my work for the day has not been properly done unless I have devoted at least some time to the all important matter of economy.

Have I the assurance of our Branch Managers, Heads of Departments, Branch Accountants and Staff generally, that they daily renew their efforts to reduce each and every item of expense to an absolute minimum?

THERE'S PLENTY OF PUNCH IN THE BLUE RIBBON BUNCH.

"THE SIGN OF THE CROSS"

Elissa Landi and Fredric March in a romantic scene from De Mille's "The Sign of the Cross", destined to be the biggest production in the history of the screen.

55,000 PATRONS IN THREE DAYS

ATTEND N.Y. PARAMOUNT TO SEE "PHANTOM PRESIDENT".

GEORGE M. COHAN'S first starring picture for Paramount, "The Phantom President", shattered every attendance and box office record at Paramount Theatre, Broadway, during the first three days of its run, commencing on October 5.

So great were the box office receipts that the picture was held over for a second week, making the first picture to be held over in that theatre in the past 18 months.

Supporting George M. Cohan are Jimmy Durante and Claudette Colbert, whose fine performances helped to make this picture one of the most entertaining seen in a long while.

"NIGHT AFTER NIGHT"

"IT'S A WINNER", WRITES ALBERT DEANE.

WRITING to Mr. William J. Clark, Managing Director of Paramount Pictures in Australia, Albert Deane, Advertising Manager of Paramount's Foreign Department, is particularly enthusiastic regarding the box office possibilities of "Night After Night", which is the initial starring vehicle for George Raft.

"Here is definitely a man that women will rave over and men will consider a regular fellow", writes Mr. Deane. "What is more, he is in a picture that has the finest production value Paramount has put into any production in a long while. It is first of all an outstanding box-office picture of a type acceptable in the cities, in the small towns, and in every country throughout the world where they like film entertainment. It has class, it has action, it has a lot of incidental music and it has one of the greatest casts any picture has had in a long while. In this respect, it definitely bears out Paramount's promise to put real box-office casts in every picture for the new season. Besides George Raft this picture features Constance Cummings, who was Harold Lloyd's leading woman in 'Movie Crazy'. Then, in the picture, you will also see Wynne Gibson, Alison Skipworth and Roscoe Karns, and Mae West, the star of many sensational plays on Broadway."

So you have "Night After Night"—a sparkling contribution to Paramount's unending and unbroken chain of 1932-33 successes.

PERTH BRANCH.

A recent photograph of the Perth office, and if you look closely you will notice the fine window displays of some of our coming pictures.

GREAT DEMAND FOR 1933 PRODUCT. "EXHIBITORS READY TO SIGN", SAYS W. HURWORTH.

IN every city and town that I visited during my recent trip right across to Perth, I found that exhibitors everywhere are looking forward to Paramount's 1933 product. They are not only looking forward to it, but are all eager to sign contracts", said General Sales Manager W. Hurworth on his return to Head Office after an extended business trip to Melbourne, Adelaide and Perth. This trip completes the visit made by Mr. Hurworth to all Branches, with reference to lining-up the Branch Managers on Paramount selling policy for 1933.

"Paramount is certainly in the air for 1933", he said, "and Branch Managers and Sales men alike are all pepped up with enthusiasm for a big selling campaign."

IT'S IN THE AIR... "PARAMOUNT FOR 1933".

**FACTS
YOU SHOULD
KNOW**

REG FELTON



PERSONALITIES.

MISS MURIEL OLDROYD, who has been a member of Paramount's Head Office staff for the past thirteen years, was farewelled by her office associates on Friday last, when she resigned her position to take up the more important one of matrimony.

Since her departure, 'Punch' has received the following letter from Miss Oldroyd:—

To all my Paramount Friends,

It is with feelings of joy and sorrow that I write you this note. It is a thought of joy to remember your many kindnesses and help—and sorrow at severing connection with you and an organisation that was more to me than a mere job.

There were many things I would like to have said last Friday. I would like to have told you all personally how much your friendships have honored me, how much I appreciate your beautiful presentation which will be a constant and permanent reminder of "Happy hours that were ours"; but the rush of the last day and the unexpected tea-party from the girls, combined with the fact that I could not realise I was leaving, just seemed to take everything out of my mind, and to-day I feel very lonely being away from the office.

Again thanking you for all you have done for me, and assuring you all of a hearty welcome at any time in my future home.

Kindest regards,

MURIEL A. OLDROYD.

Another young lady of Paramount's staff who left last Friday to be married is Miss E. Hughes of the Head Office Traffic and Customs Department.

We welcome to Paramount Miss Joy Herbert, daughter of Mr. "Sid" Herbert, who joins the Traffic and Customs Dept.

Among the ...
Ad-Sales Boys
by
LEN JONES

THE first week's Ad. Sales business for the November Drive was the best recorded for the last two weeks. Launceston branch was the only one to exceed Quota, although the figures from most of the other branches were on the up grade. With such outstanding releases as "Movie Crazy" and "Horse Feathers", etc., we should not only equal, but exceed the excellent business that was done during the September Drive.

Baden Abotomey, Sydney Ad. Sales Manager, spent a few nights with suburban exhibitors last week chasing extra business. The results of his efforts were sales of 20,000 three-colour Couriers for "This is the Night", 12 x 24 sheets and 10,000 Couriers for "Movie Crazy". All this business was in addition to the exhibitors' usual orders.

Recent sales by A. Nicholas, Melbourne Ad. Sales Manager, include a New-Style Lobby Stand and excellent quantities of three-colour Couriers.

A splendid sale of 8 x 24 sheets for "World and the Flesh" was made by W. Bignell, Adelaide Ad. Sales Manager, to his first release house. These 24-sheets were in addition to numerous other miscellaneous Ad. Sales items.

Paul Verdayne, Branch Manager of Singapore, reports a sale of 19 titles for "God Save the King". These were sold per medium of Sales Letters to all exhibitors.

PARAMOUNT'S short-feature line-up of more than 200 releases for the 1932-33 season is considered by Home Office executives to be the most comprehensive and best balanced programme the company has produced in years.

Comedy, music, scenic beauty, Hollywood, sports, bathing beauties and eyes and ears of the world will play a prominent part in the presentation of these shorts.

"The Good Thing", a play to be produced on Broadway in the near future has been purchased by Paramount and is scheduled for filming in the near future. Lawrence Hazard, its author, has been placed under contract as a scenarist.

Bert Roach, who last appeared in "Love Me Tonight" has been awarded a role in Paramount's "Evenings for Sale". Also appearing in this production are Charlie Ruggles, Mary Boland and George Barbier with Herbert Marshall and Sari Maritza playing the leading parts.

After having brought Thomas Meighan back for "Madison Square Garden", Charles R. Rogers now proceeds to recall Lois Wilson, another ex-Paramount player for a featured role in "Metropolitan Garage". The cast also includes Edmund Lowe, Wynne Gibson, Dickie Moore and James Gleason.

ALL SET FOR NOVEMBER ?



THE
NEW

Paramount PUNCH

for 1932

Vol. 6.—No. 14.

SYDNEY, AUSTRALIA.

November 16th, 1932.

HAIL "THE SIGN OF THE CROSS" !



The New 1932

PARAMOUNT PUNCH.

Vol. 6.—No. 14. Nov. 16th, 1932.

Reg Kelly—Editor.

Published every Wednesday by
Paramount Film Service Ltd.,
Head Office, Sydney, Australia,
in the interests of the Paramount
organisation in Australia, New
Zealand and the Far East.
Dedicated to the fighting Sales
Campaign for the rest of 1932.

CONTENTS ARE STRICTLY
CONFIDENTIAL.

W. J. CLARK,
Managing Director.

**Don't Say We
Didn't Tell
You...**

THAT the studios are certainly giving us plenty of "box-office" pictures... *That* "Blonde Venus" arrived by the last shipment, and those who have seen it vote it as the best Dietrich to date, and that's sayin' sumpin'... *That* Paul Verdayne has been entertained once again by *Royalty*... *That* "The Sign of the Cross" will be definitely a road-show attraction... *That* New York advises that "Night of June 13" is one right out of the box... *That* it opened at the New York Paramount without very much ceremony, and the press and public went into raves about it... *That* an exploitation "natural" for "Love Me Tonight" is the re-introduction of the straw-hat fashion. Take our tip and start exploiting this angle right now in your territory... *That* this is the third week of November, and you boys will have to do some hustling if we are to head the field in the International Drive... *That* Paramount is **STILL** the greatest name in Show business.

HAIL—

**"THE SIGN OF THE
CROSS"**

Mr. Clark's Message:—

OUR PRODUCTION DEPARTMENT.

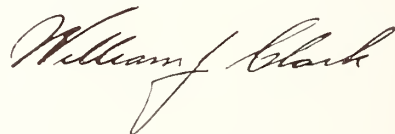
THE entire change for the better in the quality of Paramount product is not only the talk of all Paramounteers, but the topic of conversation throughout the entire industry.

It was a little over a year ago when the studio executive was requested to bring about a reorganisation of the Production Department.

Their first step was to close the New York studios and concentrate and consolidate all efforts under one roof in Hollywood. Following this check-up in the East, they next went to California and there, with surprising rapidity, succeeded in building what is now a really remarkably reorganised department. They immediately built up our producing and writing staffs, with the result that both stand out in the industry. With an eye to the future, they established an acting school under Stuart Walker as an effective method of building coming stars.

Their policy of "perfect casting" has led to an agreement between rival companies for the interchange of players which gives us ideal casts, greater variety, and excellent box-office names. While obtaining established outside players, we have greatly aided the future of our own players by lending them for excellent parts at other studios.

That they have done a great job is proven by the quality of the product we are now getting from the studios. In twelve short months they have brought back the grand old rock of show business to the position where it belongs... the leader of the industry.



Managing Director.

THERE'S PLENTY OF PUNCH IN THE BLUE RIBBON BUNCH.

INTERNATIONAL DRIVE FOR NOVEMBER

PARAMOUNT CLUB
BUSY.LAUNCH PICNIC, DANCE,
ETC.

SUNDAY will see the first of the Summer outings planned for Club Members at Head Office. A day on the Harbour will embrace launch trip to Manly for swimming, journey to Middle Harbour for lunch, with a call on the way home at Clark Island for tea.

The members will enjoy a Tuesday evening screening and dance immediately following the Harbour trip. Later will come a day at the surf at Bondi and a Christmas party will round off the activities for this year.

14 DAYS TO GO.

NOW FOR A GREAT
FINISHING BURST

IN case, just in case, that it might have slipped your memory, "Punch" reminds you boys in the field that to-day is Nov. 16, with just 14 days for you to rustle in that extra business to enable the Blue Ribbon Bunch to make a good showing in the International Drive for November.

Mr. Hicks writes Mr. Clark that we can expect tough opposition from practically all of the competing nations, and if we are to win, we must at least reach about 130 per cent. of Quota.

That is certainly a high figure, but we have still two clear weeks in which to make good, and this can only be accomplished by going after extra business, extended seasons and repeats **RIGHT NOW!**

"BLONDE VENUS"
IS HERE.

DIETRICH GREAT.

MARLENE DIETRICH'S much publicised "Blonde Venus" was included in Paramount's latest shipment which arrived on Thursday last from the U.S.A. Paramount Head Office executives, who have seen the picture, are very enthusiastic regarding its possibilities at the box office.

"Blonde Venus" gives Marlene Dietrich fans the Dietrich they want—glamour, legs, songs, exotic backgrounds, and, for an additional touch, there is a down-to-earth Dietrich combining mother-love with all her other allure, and, if ever in history the public was waiting for a motion picture it is waiting for this one.

TWO BIG ONES FROM PARAMOUNT'S 1933 PROGRAMME.



The Grand Old Rock of Show Business is certainly becoming a blazing volcano of hits. Here are two more "naturals" from the 1933 line-up. Left: Marlene Dietrich with Dicky Moore in "The Blonde Venus". Right: Gary Cooper and Helen Hayes in "A Farewell to Arms".

IT'S IN THE AIR... "PARAMOUNT FOR 1933".

FACTS YOU SHOULD KNOW

REG FELTON



FROM studio reports regarding "If I Had a Million", it seems that we can look forward to something special. The stars so far announced, are too numerous to mention in full, but to name the most prominent, here they are: Fredric March, Gary Cooper, Wynne Gibson, George Raft, Richard Arlen, Frances Dee, Alison Skipworth, Jack Oakie, Gene Raymond and Charlie Ruggles.

Leila Hyams is the latest addition to the cast of Paramount's epic of the South Seas, "Island of Lost Souls". Charles Laughton, Richard Arlen, Irving Pichel, Lugosi and Karloff together with Miss Hyams, head the cast of this production.

Charlie Ruggles is certainly in demand at the studios at present. And why shouldn't he? Hasn't he made a positive hit in each of his assignments to date? "Madame Butterfly" is his latest award, and following "Love Me Tonight", he will appear in close succession in "The Night of June 13", "Trouble in Paradise" and "Evenings for Sale".

"Pick Up" has been chosen as the Clark Gable and Miriam Hopkins co-starring vehicle for Paramount in place of the previously announced "No Man of Her Own". This is entirely a new story.

"King of the Jungle" has been selected as a coming George Bancroft attraction.

PERSONALITIES.

GEORGE NACARD, Perth Branch Manager is at present on an extensive sales drive throughout his territory. He wires Mr. Hurworth that his slogan is £1,000 worth of business or bust.

We welcome a new Paramounteer in Miss Ethel Barras, who joins the Head Office Film Service Dept.

Bob White, H.O. Exploitation Manager, leaves on his annual vacation on Friday next. During his absence Frank Kennebeck will look after the exploitation of our special releases.

Claude Henderson has just returned to Melbourne from a quick trip to Launceston.

Paul Verdayne is back again in the Singapore office following a trip to Siam, where he put over a big deal. We might say that whilst in the land of White Elephants, Paul was entertained by Royalty, no less.

IMPORTANT!

Here's something to remember about Paramount's "The Big Broadcast". Judging from the general opinion, it seems that every one is not absolutely clear on this production.

"The Big Broadcast" is not, by any stretch of imagination, a "radio revue".

It is far more than a "revue". It is a down-to-earth, interesting, human drama of the real men and women of the air, and through it runs the grandest of entertainment by the world's leading radio personalities.

Among the ... Ad-Sales Boys by LEN JONES

WELL, the Ad. Sales boys certainly took it on the chin last week. Not a single branch was successful in reaching Quota. Every effort should at once be made to make the final weeks of the November Drive something worth talking about. There are numerous extra business lines available to help boost your figures, and it is up to you to capitalise on them at every opportunity.

Don't wait for extra business—go after it!

In future the best Ad. Sales order received by Head Office each week, covering Regular Service and Special productions, will be featured in this column. Last week's best order was taken by Baden Abotomey, Sydney's Ad. Sales Manager. This order was from a country exhibitor and covered:—
Special Productions: 4 x 24s, 2 x 6s, 3 x 1s, 3 slides, Stereos and Trailer. Regular Features: 3 x 6s, 3 x 1s, 3 slides, Stereos and Trailer.

News from the Ad. Sales Managers for "Punch" has in recent weeks been conspicuous by its absence. Don't hide your light under a bushel, let's know what you are doing to increase your Ad. Sales revenue. You may have ideas that are worth the attention of other Ad. Sales Managers.

TWO WEEKS TO GO!



THE
NEW

Paramount PUNCH

for 1932

Vol. 6.—No. 15.

SYDNEY, AUSTRALIA.

November 23rd, 1932.

PARAMOUNT has done it before and will do it again.

In 1923 the world at large suffered a depression such as the one we are passing through now, and the spirit with which every Paramounteer throughout the entire organisation responded resulted in the turning of the tide and the bringing back of prosperity. No doubt many of you will remember that 1924 was one of the best years Paramount experienced in its history. To-day, we are fighting a far more serious depression than that of 1923, but I am sure that the same old Paramount fighting spirit still prevails, and if each and everyone of us give everything we have to Paramount we will turn the tide once again, and 1933 will be Paramount's PARAMOUNT Year. The Domestic, the Production, the Theatre, the Foreign Departments are working all for one, and one for all, in that each one takes pride in doing what it can to further the interest of the other, knowing that we are all working for one great cause... PARAMOUNT.

With the line-up of pictures, as shown in our Release Schedule, and such outstanding productions as "Love Me Tonight", "Movie Crazy", "Blonde Venus", "Horse Feathers", "The Big Broadcast", "Farewell to Arms", "Trouble in Paradise", "The Sign of the Cross", we MUST go "over the top".

The International Drive for November is the Foreign Department's part in this Paramount "big push" to prosperity. We have our part to play, and I know that every member of the Blue Ribbon Bunch will deliver his best.

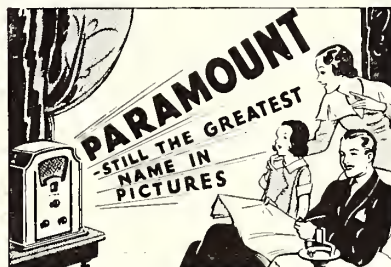
William F. Clark

Managing Director.

THE PARAMOUNT "BIG PUSH".



Broadcast It Everywhere.



The New 1932

PARAMOUNT PUNCH.

Vol. 6.—No. 15. Nov. 23, 1932.

Reg Kelly—Editor.

Published every Wednesday by
Paramount Film Service Ltd.,
Head Office, Sydney, Australia,
in the interests of the Paramount
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Zealand and the Far East.
Dedicated to the fighting Sales
Campaign for the rest of 1932.

CONTENTS ARE STRICTLY
CONFIDENTIAL.

W. J. CLARK,
Managing Director.

**Don't Say We
Didn't Tell
You...**

THAT Cecil B. DeMille's great spectacle "The Sign of the Cross" is nearing completion, and the studio informs us that we can expect a print early in the new year... *THAT* you cannot talk enough about this picture... *THAT* Maurice Chevalier's "Love Me Tonight" will be the Christmas attraction both at the Sydney Prince Edward and Paramount's own Capitol Theatre, Melbourne... *THAT* George Raft and Mae West are positive hits in "Night After Night"... *THAT* Arch Reeve writes that this picture is right in the money class... *THAT* the Lloyd "Movie Crazy" Contest for the cash prizes totalling £75 will close in January... *THAT* this is the last week in November, and you still have seven more days to rope in that extra business to put us over quota in the International Drive... *THAT* Paramount is *STILL* the greatest name in show business.

HAIL—

**"THE SIGN OF THE
CROSS"**

MR. HICKS WRITES—

"MONEY PICTURES" ON THE WAY.

OUR product is coming along in such worthwhile shape, and with such pictures as "Night After Night", "Horse Feathers", "Trouble in Paradise", "A Farewell to Arms", "Night of June 13", "Love Me Tonight" and "The Sign of the Cross", greatest of them all, we have an array of seven real outstanding attractions not only equal, but which exceed the quality of any similar group of pictures ever released by any Company in this business at any time.

Each and everyone of these pictures is a money picture, and it is for this reason that we feel you should give every thought to see that they are handled properly and intelligently, in order that we may secure the maximum dollar possible out of each of them. This I am sure can be done if you will carefully set your plans and insist that these pictures receive the booking time and the proper rentals or percentage terms commensurate with their value as real box office attractions.



Kay Francis, Herbert Marshall and Miriam Hopkins in a scene from the Lubitsch production, "Trouble in Paradise", just another of the big money pictures in the 1933 line-up.

THERE'S PLENTY OF PUNCH IN THE BLUE RIBBON BUNCH.

"SIGN OF THE CROSS" PERSONALITIES.

No. 1.

Marcus Superbus.



Fredric March, ample scope for his histrionic ability. As the cruel favourite of Nero, who falls in love with Mercia the Christian girl, and finally shares her fate, he gives a performance that even surpasses his great work in "Dr. Jekyll and Mr. Hyde"

Next week: Elissa Landi as Mercia.

NEW SELLING STUNT.

MEETING WITH SUCCESS IN N.S.W.

CLEAVE SHEPHERD of the N.S.W. Sales force is meeting with a great deal of success with country exhibitors on a new sales campaign introduced by District Manager Gawler. Shepherd is travelling with a print of "The Magic City", the trailer for the new product, and several short features. These he screens for exhibitors in each town, selling the product on the trailer and the shorts from the samples screened. As the films are carried freight free on the rail-



"SIGN OF THE CROSS"

GETS EDITORIAL COMMENDATION.

PARAMOUNT'S forthcoming pictures certainly are creating quite a hubbub in production circles! Just cast your eyes over the editorial from a recent edition of the "Hollywood Reporter". It speaks volumes!

"There is a most pleasant odor, oozing out of Paramount on the DeMille production of 'Sign of the Cross'. This department has not seen one foot of the production, but has seen several scenes in the make, has talked to some of the principals in the cast and gazed on the contented countenance of Mr. DeMille in his struts around the lot. All of this has the 'hit' feel."

"It is our impression that the industry is waiting for a spectacle such as C. B. is turning out. It has been a long time since the clank of armor, the footbeats of Roman soldiers or pomp of such a story as 'Sign of the Cross' has resounded from the sound apparatus or reflected from the screen in theatres. Just long enough for audiences to have a yen for a production of that type."

ways as traveller's samples, there is no extra expense entailed.

There is no doubt that to show an exhibitor a sample of the product he is buying is more convincing than hours of sales' talk.

GEORGE RAFT AND MAE WEST.

BOTH POSITIVE HITS.

(By ARCH REEVE.)



George Raft.

Two more personalities are over the top for Paramount. George Raft, in his first leading role has drawn surprisingly favorable reactions following the preview of "Night After Night". You know how fan magazine writers have been raving about him. They and the public, through fan letters, have been howling for "more Raft". Heretofore, he has had little more than "bits". Today even the conservatives hail him as a new type of starring personality. I can tell you that Raft will not disappoint a single one of his many fans—and he should draw mobs more.

Also in this entertaining picture there bobs up another success—that of Mae West. No sore thumb ever stuck out more than she did. The audience was right in her hand from her first entrance. Her brand of humor is immense. Paramount is keeping her for more screen work. And you won't be sorry.

A REMINDER.

THE Harold Lloyd "Movie Crazy" Exploitation contest which carries £75 cash in prize money closes in January next. Therefore, it is up to you boys in the field to remind exhibitors to book this picture early if they wish to participate in the contest.

FACTS YOU SHOULD KNOW

REG FELLON



"**S**ANCTUARY", a novel by William Faulkner and recently bought by Paramount is listed as a coming production for Miriam Hopkins. "Song of Songs", previously intended as the follower of her co-starring vehicle with Clark Gable titled "Pick Up", will move into third place.

In Arch Reeve's column in *Public Opinion* we read the following:

"'The Big Broadcast' has proved itself a 'natural'."

"A Los Angeles preview audience, including many not familiar with the radio artists in the production, 'ate it up'."

In the past Mr. Arch Reeve has given us some real ideas as to the calibre of Paramount's coming product, and it appears that we can be equally confident of "The Big Broadcast".

Paramount has renewed Charlie Ruggles' contract for a further year, and from reports he will co-star in three productions with Mary Boland, who presents a fine performance opposite Ruggles in "Night of June 13". It is because of her good work in this production that she has been teamed with the popular comedian.

The first title for the Four Marx Bros. new picture for Paramount is "Oo-La-La", with a likelihood it will undergo several changes before release.

PERSONALITIES.

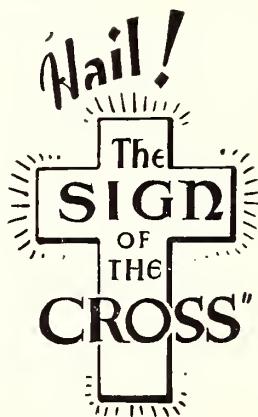
KEITH LOGAN, Brisbane accountant is at present on his annual vacation, which is being spent on the Queensland north coast. Miss Griffin is holding the fort during his absence.

Pearl Hendrie of the H.O. Ad. Sales Dept. is also on vacation.

Henry Quincey, Brisbane Ad. Sales Manager is being congratulated on his artistic display of Ad. Sales material on forthcoming attractions. (Let's have a picture, Henry.—Ed.)

The many friends of Miss Bell of the N.S.W. Branch will be glad to learn that she is well on the road to recovery from her recent serious illness.

Miss Fay Scott of the H.O. Accounts Dept. is back again at her desk after an absence of several weeks, following a serious operation.



Among the ... Ad-Sales Boys by LEN JONES

FIGURES for the week ending November 19 are certainly pleasing to note, and are the best recorded to date for the November Drive. Sydney and Launceston were the only ones exceeding Quota, but business from the rest of the boys is on the up-grade.

The honor of returning the best Ad. Sales order this week goes to G. Brocks, Brisbane Branch Manager. The quantities are as follows: Specials; 1 x 6, 1 x 3, 2 x 1, 20 daybills, 500 Couriers, slide, Regular Service; 1 x 6, 1 x 3, 2 x 1, 20 daybills, 1 slide. Sold to Mt. Isa.

The special "Christmas Greeting" match folders which are being sold through the Ad. Sales Departments in Sydney, Melbourne and Brisbane, are forming a popular line with Showmen. Baden Abotomey, Sydney Ad. Sales Manager, has already disposed of 19,000 and expects to sell at least 50,000 before Christmas. No sales have been reported from Melbourne or Brisbane. We will, no doubt, hear from them this week.

Otto G. Doepel, Advertising Manager at Wellington, has reported the sale of 40,000 couriers for "Movie Crazy". To the writer's knowledge, this is the largest sale of couriers to one theatre yet obtained by any Ad. Sales Manager.

ONE WEEK TO GO!



THE
NEW

Paramount PUNCH

for 1932

Vol. 6.—No. 16.

SYDNEY, AUSTRALIA.

November 30th, 1932.

WEEK after week we have been telling you about the big specials in the new production schedule. Much has been said and written about the big "money" pictures that are here or on the way, but I remind you not to let your enthusiasm for the big attractions make you neglect our regular features—our "bread and butter" pictures.

Showmen will tell you that it is the regular weekly releases that are the back-bone of their business. That is the reason why they have been termed "bread and butter" pictures, and Paramount has "bread and butter" pictures for 1933 just as we have big Specials.

Most of you know that Paramount fought its way to the top of this business by the consistency of good Product. Year after year we gave the exhibitors class pictures every week, with a number of big Specials as extra money spinners. But it was the regular releases that built up their business and ours too.

And so for this coming year, don't let us forget that our Product will be a perfectly rounded programme of plenty of good solid "bread and butter" pictures, with the big Specials to bring in the extra revenue.

Here's the proof of the pudding: Most of you have seen "The Sporting Widow", "Guilty As Charged", "Lady and Gent", "The Night of June 13" and "70,000 Witnesses". They are just a sample of Paramount's "bread and butter" pictures for 1933.

Managing Director.

**"BREAD & BUTTER"
PICTURES.**



The New 1932

PARAMOUNT PUNCH.

Vol 6.—No. 16. Nov. 30, 1932.

Reg Kelly—Editor.

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W. J. CLARK,

Managing Director.

**Don't Say We
Didn't Tell
You . . .**

THAT "The Night of June 13" is one of the most entertaining pictures we have seen in a long while . . . Head Office staff saw the picture last night and the audience reaction was 100 per cent. . . THAT "The Sign of the Cross" will be a roadshow right throughout the world . . . THAT the Harold Lloyd "Movie Crazy" Exploitation Contest for exhibitors, which carries cash prizes totalling £75 will close in April and not January. . .

THAT Mr. Clark writes a special message this week about our "bread and butter" pictures. . . THAT you should read and digest every line of it. . . THAT "Love Me Tonight" has been set in every capital city as Paramount's Christmas attraction. . . THAT Paramount is STILL the greatest name in show business.

HAIL—

**"THE SIGN OF THE
CROSS"**

MR. HICKS WRITES REGARDING "THE SIGN OF THE CROSS".

IN a long letter to Mr. Clark regarding our coming product, Mr. Hicks has this to say about "The Sign of the Cross":—

"This production is as big as you want to think any picture to be. It is undoubtedly our top picture. The Chinese Theatre in Hollywood is closing this week and they will keep it closed pending the re-opening with 'Sign of the Cross'. On the opening night of this picture, there will be nothing but a few incidentals and the feature picture. In other words, we are so sure of 'Sign of the Cross' that we want to definitely show everybody we have a Two Dollar picture which needs nothing in the way of prologue to put it over."

"That's how everybody feels about 'Sign of the Cross' and as definite arrangements have been made to road-show this picture, we want to take the fullest advantage of this, and get our plans all set so we can handle the picture practically along the same lines in all of our foreign territories."



Elissa Landi and Fredric March in one of the many romantic scenes from Paramount's big spectacle "The Sign of the Cross".

THERE'S PLENTY OF PUNCH IN THE BLUE RIBBON BUNCH.

"SIGN OF THE CROSS" PERSONALITIES.

No. 2.
MERCIA.



Elissa Landi.

Elissa Landi one of the best box-office bets in the business, has been borrowed from Fox for the role of Mercia in Paramount's gigantic spectacle "The Sign of the Cross", which Cecil B. De Mille is at present producing.

As Mercia the Christian girl whose faith overcomes the persecution and the cruelty of Nero, she has the big romantic lead of the production, and a part that gives her ample scope.

You will love Mercia in this, the greatest production of all time . . . "The Sign of the Cross".

Next week: Claudette Colbert as Poppaea.

SOME TOSS.

Hollywood, Nov. 9.—Jimmy Dime started out to throw a bull in "The Sign of the Cross." He grasped the horns of a Texas steer and landed about 30 feet behind the bull. Cecil B. DeMille liked the scene so well he gave Dime an extra 20 dollars.

He needed it.
The bull felt fine.

KEEN INTEREST.

EXHIBITORS AFTER £75 CASH PRIZES IN "MOVIE CRAZY" CONTEST.

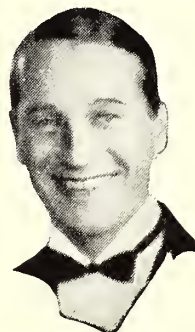
K EEN interest is being taken by exhibitors throughout Australia in the Harold Lloyd "Movie Crazy" Contest, for which Paramount is offering £75 in cash prizes.

Keith Jeffries of the Strand Theatre, Toowoomba, is the first exhibitor to submit a campaign in the Contest, but his entry was quickly followed by that of Harry Fenton of the Civic Theatre, Newcastle, and every day now, entries are coming in from every State.

It was published last week that the Contest would close in January. This, however, is an error, and the Contest will be open until April.

"LOVE ME TONIGHT".

NATION-WIDE RELEASE AS XMAS SPECIAL.



The Maurice Chevalier special, "Love Me Tonight" will be released throughout Australia as Paramount's Christmas special. The picture has been set for

Maurice Chevalier. release on Christmas Eve in Brisbane and Adelaide, and it is expected also to commence an extended season on that date at Paramount's Capitol Theatre, Melbourne, whilst it is also scheduled for the Sydney Prince Edward on about December 21. The picture is also definitely set for a season at Hobart, commencing December 31, and at Launceston, commencing January 7.

It is claimed by good judges that the picture is Chevalier's best, and an ideal holiday attraction.



ALL DRESSED UP FOR THE NEW SEASON. This is how the Ad. Sales boys are making their branches attractive with the display of posters of the new product. Left: The Melbourne Branch. Right: Brisbane.

IT'S IN THE AIR . . . "PARAMOUNT FOR 1933".

FACTS YOU SHOULD KNOW

REG FELION



EXCELLENT advance reports from the studios continue in a never-ending line on Paramount's "The Big Broadcast", "A Farewell to Arms" and particularly the company's coming spectacle, "The Sign of the Cross".

It is strange to note that, although "Sign of the Cross" is a romantic story of ancient Rome, it is reported that there will be no kissing scenes pictured in the production. Fredric March and Elissa Landi, playing the romantic leads are the unfortunates who get the tough break.

In a recent issue of "Punch", it was announced that Alison Skipworth and Stuart Erwin would be next seen together in Paramount's "The Bookworm Turns". This production however, has undergone a title change, and will be released as "He Learned About Women".

Everyone directly or indirectly concerned with the industry could never forget Paramount's famous "Wings", which still stands supreme among air pictures. Author John Monk Saunders, who was responsible for this genuine hit, has completed a new work in "Fly On", and Paramount has purchased the story for a forthcoming attraction. Gary Cooper and George Raft will play important roles.

Marlene Dietrich's next, "Hurricane" will commence production immediately on the return of Josef Von Sternberg and William Furthman from the islands. Furthman is writing the story.

PERSONALITIES.

ROY HOWARD of Head Office Traffic and Customs Dept. has returned from a week's vacation spent at Bundanoon. Believe it or not, Roy spent his time listening in.

George Lawrence of the Head Office Art Dept. is at present on his annual leave. George and the Mrs., not forgetting the family, have gone to Point Clare, so we can expect a few fish stories from this gentleman on returning.

Charlie "Don Bradman" Hale of the N.S.W. exchange leaves on his annual vacation to the Sydney Cricket Ground this Saturday. The Cricket Assn. are doing their utmost to postpone the commencement of the Test from Friday to Saturday.

Vee Irving of Head Office Accounts is spending a quiet holiday at her mansion on the Blue Mountains.

Among the ... Ad-Sales Boys by LEN JONES

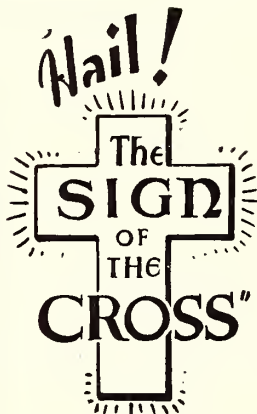
THE Ad. Sales boys certainly went after business for the last week of the November Drive, and while Wellington Branch was the only one to exceed Quota, the figures from all branches showed considerable improvement on recent returns and were the best since the last week of the September Drive.

Recent sales of the special Christmas greeting match folders bring the total now well over the 30,000 mark. Latest sales being 10,000 from Melbourne and 1,000 from Brisbane.

An excellent sale of 9 x 24 for "Movie Crazy" was made by W. Bignell to his first release house. These were in addition to other miscellaneous ad. sales items.

The best ad. sales order for this week was taken by R. Gore, Salesman at the Wellington Branch. The quantities are as follows:—Specials 1 x 3, 3 x 1, 20 daybills, 500 couriers, 1 slide, 1 set 8 x 10, 1 set 11 x 14. Regular service—1 x 3, 3 x 1, 20 daybills, 1 slide, 1 set 8 x 10, 1 set 11 x 14.

Otto Doepel, advertising manager at Wellington Branch, was responsible for a splendid sale of 4 x 24, 3 x 6, 1 x 3, 2 x 1, and 100 Daybills, photos, etc., to the Crystal Palace Theatre, Christchurch, for "Women Who Play".





THE
NEW

Paramount PUNCH

for 1932

Vol. 6.—No. 17.

SYDNEY, AUSTRALIA.

December 7th, 1932.

IN this show business there is nothing so sure as Change. The past year has seen several important changes in the personnel of Paramount executives in the Home Office and Studios. Paramount is not alone in re-organisation. There is nothing mysterious or secretive about those changes. Paramount was built from good man-power selling good Product. We still have good man-power in the organisation and the best pictures in our history ahead of us. What more could we ask for?

A new era is dawning for Paramount. Every loyal one of us must be determined to help lift Paramount from the worst depression period the world has ever known. Our leadership in man-power and superb product are again unparalleled. Let everyone of us keep in the stride of this leadership by putting our shoulders to the wheel, and inspiring others about us to work still harder for Paramount.

To-day individual effort and initiative have greater opportunity than ever before. Just what you will get out of this chance depends on what you put into it.

Paramount Product to-day surpasses the great pictures of the past. It will take the best man-power and showmanship brains we have to exploit and handle such attractions as "THE SIGN OF THE CROSS", "A FAREWELL TO ARMS", "TROUBLE IN PARADISE", "MADAME BUTTERFLY", "LIVES OF A BENGAL LANCER" and "THE PIED PIPER OF PARIS". Paramount is still "the greatest name in entertainment". Let's keep our stride and live up to our recognised leadership.

Managing Director.

**LET'S KEEP
OUR STRIDE!**



HAIL!

" THE SIGN OF THE CROSS ".

The New 1932

PARAMOUNT PUNCH.

Vol. 6.—No. 17. Dec. 7th, 1932.

Reg Kelly—Editor.

Published every Wednesday by
Paramount Film Service Ltd.,
Head Office, Sydney, Australia,
in the interests of the Paramount
organisation in Australia, New
Zealand and the Far East.
Dedicated to the fighting Sales
Campaign for the rest of 1932.

CONTENTS ARE STRICTLY
CONFIDENTIAL.

W. J. CLARK,
Managing Director.

**Don't Say We
Didn't Tell
You...**

THAT the Four Marx Brothers in "Horse Feathers" is an absolute clean-up at the Sydney Prince Edward Theatre, where it opened last Wednesday... That "The Singing Plumber" is undoubtedly one of the best shorts we have ever made, and the wise booker will spot this on percentage programmes... That the English cricketers have great supporters in "Bill" Hurworth, Syd. Herbert and Willie, "the Lancashire Lad"... That you should clip and file the advance tips of the big 1933 specials which will be featured each week in "Punch"... That "The Phantom President" is doing splendid business at our own Capitol Theatre in Melbourne... That exhibitors everywhere are convinced that Paramount will be THE product for 1933... That Paramount is STILL the greatest name in show business.

HAIL—

**"THE SIGN OF THE
CROSS"**

THE NEW SEASON SPECIALS—NO. 1.



EVERY indication points to the bigness and importance of this attraction. Paramount believes "A Farewell to Arms" will go down in history as the supreme love story of the talking screen.

Helen Hayes gives her greatest performance... stage or screen... in this picture. She is magnificent. The girl the fans loved in "The Sin of Madelon Claudet" and "Arrow-smith" reaches the zenith of

her power as Catherine in "A Farewell to Arms".

From Arch Reeve, we receive this, think it over:

"To the film cutters a story is just so much celluloid... yet in working on 'A Farewell to Arms', they are so stirred... these hard-boiled men have actually cried over many of the scenes. That's how good the picture is... and a picture MUST be great to have this effect.



This is the effective way in which George Nacard in far off Perth is telling exhibitors that Paramount is still the greatest name in show business.

THERE'S PLENTY OF PUNCH IN THE BLUE RIBBON BUNCH.

**"SIGN OF THE CROSS"
PERSONALITIES.***No. 3: Poppaea.*

Claudette Colbert.

As Poppaea, Empress of Rome, in the De Mille spectacle "The Sign of the Cross", Claudette Colbert will play the first menace role in her career. We know that this star is an

actress of high calibre, and will be just as much at home in this part, as the treacherous wife of Nero, as she is in the romantic leads that have carried her to stardom.

There is no doubt that in "The Sign of the Cross" will be seen Claudette Colbert, the actress.

**BRILLIANT SYDNEY OPENING FOR
MARX BROS.' "HORSE FEATHERS".**

THE brilliant opening of the Four Marx Brothers' latest Paramount riot, "Horse Feathers", at the Sydney Prince Edward Theatre on Wednesday last, definitely proved the fact that picture-goers want comedy. The four hysterical lunatics had the Prince Edward first-nighters, generally a hard audience, in fits of laughter throughout the picture. It was unquestionably one of the best openings experienced by that theatre this year.

On the supporting programme was a Paramount two-reeler, "The Singing Plumber", featuring a new-comer to the screen in Donald Novis, one of America's radio favorites. This short is a particularly fine one, and received a great ovation from the audience. In fact, Mel. Lawton, general manager of the theatre, states that, during his experience at that theatre, he has never seen such a marvellous reception given to a short feature.

The show is clicking nicely at the box-office, and there is no question that it will take big money between now and Christmas, when its season will conclude to make way for Chevalier's latest Paramount picture, "Love Me Tonight".

1933 PICTURES: COMPLETED OR IN PRODUCTION.

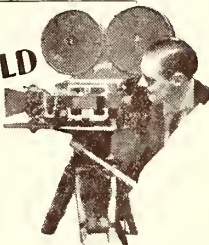
THE following is a list of the 1933 pictures that have been completed, or are in actual production. The list does not include pictures in preparation:—

- | | | |
|--|--|--|
| "The Big Broadcast" (Bing Crosby, Stuart Erwin, Leila Hyams, Broadcasting Stars.) | "Heritage of the Desert" (Randolph Scott, Sally Blane.) | "Madame Butterfly" (Sylvia Sidney, Cary Grant, Charlie Ruggles.) |
| "Blonde Venus" (Marlene Dietrich, Herbert Marshall, Dickie Moore, Cary Grant.) | "Hot Saturday" (Nancy Carroll, Cary Grant, Randolph Scott, Stanley Smith.) | "Night of June 13" (Clive Brook, Lila Lee, Charlie Ruggles, Gene Raymond, Frances Dee.) |
| "The Crime of a Century" (Victor McLaglen, Edmund Lowe, Jack Oakie.) | "Island of Lost Souls" (Richard Arlen, Leila Hyams, Charles Laughton.) | "Phantom President" (George M. Cohan, Jimmy Durante, Claudette Colbert.) |
| "The Devil is Driving" (Wynne Gibson, Dickie Moore, Allan Dinehart.) | "If I Had a Million" (All star cast.) | "Sign of the Cross" (Fredric March, Elissa Landi, Claudette Colbert, Charles Laughton.) |
| "Evenings for Sale" (Sari Maritza, Charlie Ruggles, Mary Boland, Herbert Marshall.) | "Love Me Tonight" (Maurice Chevalier, Jeanette MacDonald, Myrna Loy, Charlie Ruggles.) | "Trouble in Paradise" (Miriam Hopkins, Herbert Marshall, Kay Francis, Charlie Ruggles.) |
| "A Farewell to Arms" (Helen Hayes, Gary Cooper, Adolphe Menjou.) | "Madison Square Garden" (Jack Oakie, Marion Nixon, Thomas Meighan, William Boyd, ZaSu Pitts.) | "Under Cover Man" (George Raft, Nancy Carroll, Roscoe Karns.) |
| "He Learned About Women" (Stuart Erwin, Alison Skipworth, Susan Fleming.) | "Night After Night" (George Raft, Constance Cummings, Wynne Gibson, Alison Skipworth.) | "Wild Horse Mesa" (Randolph Scott, Sally Blane.) |

IT'S IN THE AIR... "PARAMOUNT FOR 1933".

FACTS YOU SHOULD KNOW

REG FELTON



KATE SMITH, popular American radio star, has been signed by Paramount to appear in a coming production, "Moon Song". Norman McLeod has charge of direction while the musical score will be arranged by Sam Coslow and Arthur Johnson. Miss Smith, you will remember, appeared in a recent Paramount short, and is also in "The Big Broadcast".

Paramount's second Zane Grey western for this season, "Wild Horse Mesa", will commence production almost immediately, with practically the same cast as its predecessor, "Heritage of the Desert".

"The Crime of a Century", a recent sensation in Europe as a stage production, is to be filmed by B. P. Schulberg for Paramount, with William Beaudine in charge of direction. Victor McLaglen, Edmund Lowe and Carole Lombard will head the cast.

George Brent is coming from M-G-M for a further B. P. Schulberg production, "Luxury Liner". Gene Markey, recently placed under contract to Paramount as a scenarist has been assigned to prepare the screen play of this production, and Erle C. Kenton has been announced as director. Sari Maritza and Irving Pichel have been awarded important roles.

"The Metropolitan Garage" has been definitely changed to "The Devil is Driving".

PERSONALITIES.

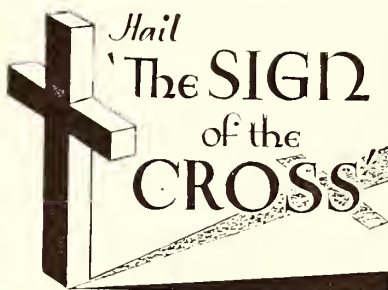
HAVING undergone a period of serious illness and a serious operation, it is pleasing to note that Mrs. Ralfs, mother of Edie, attached to N.S.W. Film Examining Dept., is once again on the road to recovery.

Heather Sommerville of Head Office Sales Promotion Dept., is at present on her annual leave, which she is spending with her New Zealand relatives at one of Sydney's popular seaside resorts.

Vee Irving of Head Office Accounts, Bob White of Exploitation, Pearl Hendrie of Head Office Ad. Sales and George Lawrence of the Art Dept., have all returned to their respective posts after having spent most enjoyable holidays.

James L. Thornley, General Manager of Paramount Capitol Theatre in Melbourne, is at present paying a business visit to Head Office.

Len Peuleve, Publicity Manager of our own Capitol Theatre, Melbourne, has put over a fine tie-up. Len is on the air now. Broadcasts movie news.



Among the ... Ad-Sales Boys by LEN JONES

THE special Christmas Greeting match folders are still proving a popular line with exhibitors. Total sales now exceed 40,000. The latest sales are 4,000 from Sydney, 2,000 from Brisbane and 3,500 from Melbourne. This is the last week in which orders of these matches for Christmas delivery will be received. Therefore, make your final selling efforts immediately.

Baden Abotomey, Sydney Ad. Sales manager, spent a few evenings last week with suburban exhibitors, and was successful in obtaining orders for 100 (3in. x 4in.) medallions and 500 Birthday Club celluloid buttons.

Max Lovett, assistant to Baden Abotomey, has also been chasing exhibitors for extra business, and was successful in selling a suburban showman 2,000 Christmas Matches and a Sound Trailer on every picture under contract. His efforts to assist in procuring extra revenue should be followed by other members in our Branch Ad. Sales Departments.

WANTED!

More news from the branches and the boys in the field. "Punch" wants to hear from you.



THE
NEW

Paramount PUNCH

for 1932

Vol. 6.—No. 18.

SYDNEY, AUSTRALIA.

December 14th, 1932.

YEAR in and year out in this characteristic business of ours we can be certain of many things. First of all we can be certain that picture-goers everywhere throughout the world appreciate and patronise good entertaining pictures. We can be sure that when we really make a Paramount picture, it is the best show in town, and we can be really sure that whenever Cecil B. deMille makes a picture and a Paramount picture it's the goods. Those of you who remember such pictures as "Male and Female", "The Affairs of Anatole", "Manslaughter", "The Cheat" and "The Ten Commandments", will remember that those pictures were among the best of Paramount's box-office successes, and all of them were produced by DeMille.

And so we can look to "The Sign of the Cross" with a great measure of confidence because this great story, portrayed by a great cast, and backed by all the production resources of Paramount is in the capable hands of a man whose name is a by-word in the industry as a maker of hits and particularly big spectacles.

From information I have received from the Home Office I am certain that "The Sign of the Cross" will be the biggest piece of theatrical property we have ever handled, and it is our job to see that it is handled with enthusiasm. Right now we must all continue talking about "The Sign of the Cross". You can go the limit on it... it will not let you down.

Managing Director.

**Prepare for
"The Sign of
the Cross"!**



HAIL!

" THE SIGN OF THE CROSS ".

The New 1932
PARAMOUNT PUNCH.
Vol. 6.—No. 18. Dec. 14th, 1932.
Reg Kelly—Editor.

Published every Wednesday by
Paramount Film Service Ltd.,
Head Office, Sydney, Australia,
in the interests of the Paramount
organisation in Australia, New
Zealand and the Far East.
Dedicated to the fighting Sales
Campaign for the rest of 1932.

CONTENTS ARE STRICTLY
CONFIDENTIAL.

W. J. CLARK,
Managing Director.

**Don't Say We
Didn't Tell
You...**

THAT "The Big Broadcast",
"Night After Night" and "Madi-
son Square Garden", together with
a bunch of shorts arrived by the
last shipment, and all are box-office
money pictures according to those
who have seen them at pre-censor-
ship... That George Nacard cer-
tainly put over a quick-time sales
campaign, selling 14 towns in
six days, and travelling over 1,000
miles to do it... That the Sydney
Prince Edward management assisted
by the combined forces of the Para-
mount Head Office Publicity, Ad-
vertising and Exploitation Depart-
ments under the direction of John E.
Kennebeck have launched a marvel-
lous campaign on "Love Me To-
night", which opens at that theatre
on December 21... That Cupid
has been busy among our Head
Office lassies... That it is up to
each and everyone of us, and part
of our jobs to talk and keep talk-
ing about "The Sign of the Cross"
... That Paramount is STILL the
greatest name in show business.

HAIL—

**"THE SIGN OF THE
CROSS"**

THE NEW SEASON'S SPECIALS.—No. 2.



"Trouble in
Paradise" is go-
ing to be one of

By
RAMBLER.

Ernst L u -
bitsch says:

the smartest pictures ever
made by Paramount... one of
the smartest ever made by
Lubitsch... and don't mis-
understand the word "smart".
Not sophisticated... not over
the heads of the mob... not a
picture for the intelligensia
only... this is a picture with
smart ideas, smart direction,
smart acting... smart clothes
worn by beautiful women,
smart music, smart treatment
... it is the kind of smartness
described best as... "de-
lightful".

Hopkins has every attribute to
become one of the greatest ac-
tresses on the screen and...
one of the most popular. Never
have I directed an actress with
such understanding and sym-
pathy... such intelligence—
such a complete mastery of
every emotion.

"Herbert Marshall is one of
the greatest personalities the
screen has ever known... his
fine stage personality is mag-
nified by the power of the
screen... he is the most
charming actor I have ever
been associated with."

PLUG THE "MOVIE CRAZY" EXPLOITATION CONTEST.

PARAMOUNT'S £75 "Movie Crazy" Exploitation Contest is
now well under way. A number of exhibitors throughout
the Commonwealth have already played the picture and have
put over worthy advance campaigns. But the great majority of
showmen have yet to screen "Movie Crazy", and many of these
need to be sold on the importance of going after that picture.

Those exhibitors who have
already entered the Contest
have spent considerable addi-
tional money on Ad. Sales
material and have, in most
cases, paid extra money for the
picture. That's the importance
of the Exploitation Contest to
Paramount..

The Contest is also of con-
siderable importance to the ex-
hibitor. There are two prizes
of £50 and £25 each to be
won; someone must win them.

Furthermore, every showman
who goes out strong on "Movie
Crazy" will reap extra returns
at the box-office.

It therefore behoves all
Branch Managers, Ad. Sales
Managers and men in the field
to use Paramount's £75 Exploi-
tation Contest as a sales argu-
ment in obtaining dates for
"Movie Crazy". Sell the exhib.
on the Contest, and you'll be
doing both him and Paramount
a good turn.

THERE'S PLENTY OF PUNCH IN THE BLUE RIBBON BUNCH.

"SIGN OF THE CROSS" PERSONALITIES.

No. 4.—Nero.



Charles Laughton.

With his fine performance as the crazed submarine commander in Paramount's "Devil and the Deep", Charles Laughton, rose to screen fame overnight. Critics and fans throughout the world hail him as one of the most forceful dramatic characters the screen has known. It was his fine performance in "Devil and the Deep" that won him the role of Nero in the deMille spectacle, "The Sign of the Cross". History records no more scarlet a character... nor one more interesting than Nero, Emperor of Rome, and we know that Charles Laughton is the man for the part.

GIVE THE BOY A BIG HAND!



Meet George Nacard, Perth Branch Manager who has just pulled off what is probably one of the fastest selling sales campaigns on record. In a recent issue of "Punch" we pub-

XMAS PARTY.

PARAMOUNT CLUB
FUNCTION SET FOR
DECEMBER 22.

PARAMOUNT Club officials in Head Office have plans well under way for the most elaborate Christmas Party ever experienced by club members. Thursday 22nd, has been announced as the date, and it is reported that a Christmas Tree, together with dancing and novelties will be features of the evening.

lished a telegram from George to Mr. Hurworth, in which he reported that he was leaving on a sales trip and his object was "one thousand or bust." Well, George did it... and how. He was away exactly six days, and visited in all seventeen towns, signing-up fourteen for business amounting to over £1,000, and that is not counting Ad. Sales and trailer rentals. During the six days, George travelled over 1,000 miles, and we ask you is that selling 'em... we ask you?



PARAMOUNT CLUB'S MOONLIGHT EXCURSION. Last Wednesday Head Office members of the Paramount Club enjoyed a moonlight outing to Putney. Here the "Punch" photographer has caught the merry throng setting out from Fort Macquarie. (Hey! Stop holding hands.)

IT'S IN THE AIR... "PARAMOUNT FOR 1933".

FACTS YOU SHOULD KNOW

REG FELTON



FREDRIC MARCH has renewed his Paramount contract and is due back from Laguna Beach soon to start on "Lives of a Bengal Lancer". Gary Cooper, Clive Brook and Richard Arlen have also been assigned prominent roles in this production.

B. P. Schulberg has signed Lothar Mendes to direct "Luxury Liner", which he will produce independently for Paramount, upon the completion of "Madame Butterfly". George Brent, Sari Maritza, Irving Pichel and Richard Bennett are in the cast.

"Buster Crabbe, Olympic swimming champion, has been assigned his first motion picture role in Paramount's "King of the Jungle". He has been selected to play the part of the 'lion man'.

Charles R. Rogers has selected Carole Lombard for the featured feminine role in "Billion Dollar Scandal", which he is producing for Paramount. Henry Joe Brown, has charge of the direction.

"PUNCH" XMAS ISSUE.

THE Christmas Issue of Paramount "Punch" will be published on December 20, one day earlier than usual. This is to ensure delivery in all branches before the holidays. The editor would be pleased to receive any contributions from members of the staff before December 19, which is the "dead-line" for this issue.

PERSONALITIES.

JIM FLEMMING, of Head Office Accounts Dept., is the latest donor of cigars. Barbara is the name, and is just two weeks old yesterday. Jim reports that Mrs. Flemming is doing nicely and himself, well, who wouldn't be?

Miss Heather Sommerville, of Head Office Sales Promotion Dept., has returned from a week on the beaches, and is feeling fine.

Cupid, the perennial youngster, who darts hither and thither, clad only in a bow and arrow has again attained quota. Misses Fay Scott and Thelma Willett, both of Head Office Accounts are his latest victims, having both announced their engagements. Fay has announced her engagement to Mr. H. Joils, while Thel's victim is Mr. L. Fitch. Congratulations to you both.

Miss Joy Herbert, attached to Traffic and Customs Dept., is at present absent from her desk through illness. Head Office wishes Miss Herbert a very speedy recovery.

Miss N. Tate of the Adelaide Accounts Department is back again at her desk after spending a very enjoyable holiday in Melbourne.

Plans are now being made for the Xmas Party, which the members of Adelaide Branch are holding on Friday night, 23rd December.

Among the ... Ad-Sales Boys by LEN JONES

THE best Ad. Sales order of the week was taken by Baden Abotomey, Sydney Ad. Sales Manager, and covered the following:—**Long Runs:** 1 x 24s, 1 x 3s, 1 x 1s, 6 Daybills, 5,000 Couriers, 1 Slide, 1 set 14 x 17 Photos, 1 D/c. Stereo, 1 Trailer. **Regular Service:** 1 x 24s, 1 x 3s, 1 x 1s, 6 Daybills, 1 Slide, 1 set 11 x 14 Photos, 1 D/c. Stereo, 1 Trailer. **Miscellaneous:** 2,000 Holiday Book Matches. Sold to Hurlstone Park, a Sydney suburban theatre.

A. Nicholas, Melbourne Ad. Sales Manager, reports the sale of three window boards to the Regent Theatre. Albert appears to be the only one meeting with any success with the sale of Lobby Boards and Window Boards. I trust every Ad. Sales Manager is pushing the sale of these boards at every opportunity. Remember every board sold becomes a salesman for your Lobby Photos.

Last week's mail from Batavia brought an excellent order for additional Ad. Sales from Andre Olsen, manager of that branch. The material ordered is as follows:—"Movie Crazy", 16,000 Couriers, 5 Large Banners "Home of Paramount Pictures", 3 sets Artist Photos, 3,000 Animated Specs. Congrats., Andre, on this splendid order.

Although Sydney branch was the only one to exceed quota for week ending December 10th, figures from most of the other branches show a marked improvement on recent returns.



THE
NEW

Paramount PUNCH

for 1932

Vol. 6.—No. 19.

SYDNEY, AUSTRALIA.

December 21st, 1932.

MERRY XMAS.

AS Managing Director, this is the first occasion that I have had to wish all you boys and girls of Paramount in Australia, New Zealand, and the Far East a very merry Xmas and a bright and prosperous New Year. This past year has been perhaps the most trying that we have ever experienced, but due to the splendid efforts of the entire Paramount organisation in which you boys and girls played your part, we are turning the corner and I am sure that with the pictures that we are getting now from the studios, and your continued loyalty and enthusiasm, we will see the return to better times early in the New Year.

All I ask of you in the coming year is to give me the same co-operation as you gave this year and we cannot fail in our drive back to Prosperity.

Once again, to you and yours, a merry Xmas and a happier New Year.

William Clark

Managing Director.



The New 1932

PARAMOUNT PUNCH.

Vol. 6—No. 19. Dec. 21st, 1932.

Reg Kelly—Editor.

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CONFIDENTIAL.

W. J. CLARK.
Managing Director.

**Don't Say We
Didn't Tell
You...**

THAT prior to the release of a big picture you can, without even a glance at the box plan, tell by the "feel" of public conversation whether the picture will click... That at the present time all Sydney is talking about Maurice Chevalier's "Love Me To-Night", and this is days before the opening... That there is a queue rivalling the Lottery line-up outside the advance bookings bureau at the Prince Edward Theatre, and from all appearances this picture should run 'til Easter... That Mel Lawton, with the assistance of some of the boys in Head office has put over a marvellous campaign for the picture... That the Editor, sub-Editors, and the editorial staff of "Punch" wish each and every one of its readers (especially advertisers and paid-up subscribers) a very Merry Xmas and a Happy New Year, and remind you that Paramount is STILL the greatest name in show business.

HAIL—

**"THE SIGN OF THE
CROSS"**

THE NEW SEASON'S SPECIALS.—No. 3.



P A R A -
MOUNT

steps out front

again with a brand new moving picture idea. The gripping tale of a millionaire who decided to give away his millions to a score of penniless and oddly assorted people. What these suddenly enriched persons do with this wealth, what strange events befall, provide the stirring human drama, romance and comedy of this picture.

"If I Had a Million" presents the motion picture cast of the year. Gary Cooper, George Raft, Wynne Gibson, Charles Laughton, Jack Oakie,

By
RAMBLER.

Frances Dee,
Charlie Ruggles, Alison

Skipworth, W. C. Fields, Mary Boland, Roscoe Karns, May Robson, Gene Raymond, Lucien Littlefield and Richard Bennett. And to add one more wallop to the utterly unique idea and treatment, "If I Had a Million" is not directed by one director, but by seven. Read the list; Ernest Lubitsch, Norman Taurog, Stephen Roberts, Norman McLeod, James Cruze, William A. Seiter, and H. Bruce Humberstone. Now, does that read like a REAL picture? . . . Are you telling me?

**GREAT CAMPAIGN FOR
"LOVE ME TO-NIGHT".**

Tie-ups Galore.

MAURICE CHEVALIER'S "Love Me To-night" opens to-morrow at the Prince Edward Theatre on the wave of one of the biggest and most comprehensive exploitation campaigns ever given a Paramount picture in Sydney. The campaign includes merchandising tie-ups of various descriptions, as well as a mammoth link-up with the music trade. And all this is backed by publicity and advertising of the highest order.

Tie-ups of importance include those with Bebarfald's, a scores of men's shops, McDowell's Ltd., Verey's Ltd., and Merrett's "Chevalier Straws".

**"SIGN OF THE CROSS"
PERSONALITIES.**

No. 5—**TIGELLINUS.**



Ian Keith, who plays the role of Tigellinus, the ruthless captain of Nero's guard in "The Sign of the Cross", Cecil

B. de Mille's spectacle of Pagan Rome, although well-known as a screen player, has won most of his success on the stage. It was his outstanding performance in "Elizabeth the Queen" that won him this role in "The Sign of the Cross".

THERE'S PLENTY OF PUNCH IN THE BLUE RIBBON BUNCH.

XMAS GREETINGS FROM—**Mr. HURWORTH.****Mr. SIXSMITH.****Mr. KENNEBECK.**

W. Hurworth.
1932 has been a tough year for most of us, but you have all pulled through magnificently and I know that this coming year you will fight harder than you ever fought and help speed the return of Prosperity. To you my friends, I wish you all the merriest Xmas of all time, and good health and your share of the "breaks" in the New Year.

1932 has been a tough year for most of us, but you have all pulled through magnificently and I know that this coming year you will fight harder than you

IN all sincerity, I wish the Boys and Girls throughout the entire Paramount Organisation in Australia, New Zealand and the Far East, a Christmas filled with pleasure, J. A. Sixsmith, and a New Year of Health and Prosperity.



HAIL—

"THE SIGN OF THE CROSS"

THIS Christmas Season marks the beginning of my tenth year with the Paramount Blue Ribbon Bunch in Australia. I also want it to mark my sincerest Christmas and New Year greetings to every one in the organisation throughout Australia, New Zealand and the East.



J. E. Kennebeck.

NEARLY HALF OF NEW SEASON'S LINE-UP COMPLETED AND READY FOR RELEASE.



Alison Skipworth and George Raft in a scene from that very entertaining picture, "Night After Night". Others in the cast are Constance ("Movie Crazy") Cummings, Wynne Gibson and Mae West.

PRACTICALLY fifty percent of Paramount's 1933 product is already completed or in production, which tells an impressive story of the success of Paramount's re-organisation in the studios, according to information reaching Mr. William I. Clark.

"Only three-quarters of Paramount's entire production schedule for 1933 are announced for the time being," said Mr. Clark. "Due to new plans in keeping with an elastic policy of making pictures that fit into timely public demand the titles of the remainder will not be announced until early next year. Noiseless Recording, the new wide-range system and less dialogue with more musical background will be features of Paramount's 1933 Product, according to revised plans of the new Production Council.

IT'S IN THE AIR... "PARAMOUNT FOR 1933"

Among the ... Ad-Sales Boys by LEN JONES

GOOD revenue has been brought to the Ad. Sales Departments in Sydney and Melbourne from a tie-up arranged by Bob White, Exploitation Manager, with a dress and hat manufacturing company who are making dresses and hats worn by stars in Paramount pictures. Orders for 820 (8 x 10) Stills for "LOVE ME TO-NIGHT" and "BLONDE VENUS" have already been attended to, while an order of 5,000 Photogravure Star Heads is at present in hand. This illustrates that, apart from the excellent free publicity obtained, there is also plenty of extra revenue to be picked up.

Once again W. Bignell, Adelaide Ad. Sales Manager, must be congratulated on the splendid sales of 24-sheets that have been made to his first release house. The latest sales were 9 x 24 sheets for "LOVE ME TO-NIGHT" and 7 x 24 sheets for "LIFE GOES ON".

Final requisitions for Christmas Matches have been received from Sydney, Melbourne and Brisbane. Total Sales were 51,500, and of this quantity 29,000 were sold in Sydney, 19,500 in Melbourne and 3,000 in Brisbane.

THINK IT OVER.



"Every great movement in the annals of history has been fired by enthusiasm."
—Emerson.

WATCH FOR THE NEW PARAMOUNT PUNCH.

This is the last issue of Volume 6 of Paramount "Punch". The first issue of the new volume will be published on January 4, 1933. Watch for it. The editor will welcome any suggestions for new features, etc.

An excellent sale of Ad. Sales material was made to the Prince Edward Theatre, Sydney, for "LOVE ME TONIGHT". The quantities are as follows:—14 x 24 sheets, 10,000 three-color Couriers, 3,000 litho 1-sheets of Chevalier, six Oil Paintings, Lobby Photos, etc.



PARAMOUNT'S XMAS BOX TO MR. AND MRS. GENERAL PUBLIC: As our general Xmas attraction right throughout Australia, Maurice Chevalier's "Love Me To-night" should be a fitting Xmas present to picture-goers who have been crying out for good pictures. Its fairy-tale theme makes it a "made-to-order" holiday attraction.

FACTS YOU SHOULD KNOW

REG FELTON



PARAMOUNT pops out with another hit in 'Evenings For Sale'. Featuring Herbert Marshall, Mary Boland, Sari Maritza, Charlie Ruggles, George Barbier, Bert Roach, Lucien Littlefield and others, it's a clever, romantic comedy with catchy music, colorful scenes with a neat blending of comedy with drama and romance. Stuart Walker's direction is deft." Above is an extract from the American "Motion Picture Herald".

George Davis and Leland Hodgson are the latest additions to the cast of "Under-Cover Man". Leland Hodgson, by the way, has appeared in several musical comedies for J.C.W. here in Sydney.

Roland Young will make his re-appearance in Paramount's "Billion Dollar Scandal" as will Robt. Armstrong, who is appearing for the first time under the Paramount banner.

The latest Paramount assignments are as follows: Carole Lombard to replace Miriam Hopkins in "No Man Of Her Own" opposite Clarke Gable . . . Constance Cummings to succeed Carole Lombard in "Billion Dollar Scandal",



Paramount

Vol. 7.—No. 1. Jan. 4, 1933.

PUNCH

FOR 1933

Courage loves a lofty path.

And with courage that counts, we in Paramount are achieving our lofty aim in making and selling greater pictures than ever before. The new order of things in motion picture production have made it possible for our Company to capitalise on the progressive improvements in this business, such as wide-range recording, noiseless recording, the Dunning process of photography and the filming of unheard of spectacles so evident in "The Sign of the Cross".

Most significant of better times ahead is the line-up of Paramount Pictures already completed or in production for 1933 release. Every person in the organisation is urged to know everything about our Product. Ernst Lubitsch's "TROUBLE IN PARADISE", featuring Miriam Hopkins, Kay Francis, Herbert Marshall and Charles Ruggles, is a certain winner at the Box Office; "A FAREWELL TO ARMS" is another surprise long-run attraction; "THE BIG BROADCAST" is now getting wide publicity over the air through the leading B-class Radio Stations; "HOT SATURDAY" and "EVENINGS FOR SALE" are also exceptional.

Paramount's courage in aiming high in the making of BIG pictures is bearing fruit. The new Paramount Product opens wide our vision of better times ahead.

William F. Clark

Managing Director.

Published every Wednesday by Paramount Film Service Ltd., Head Office, Sydney, Australia, in the interests of the Paramount organisation in Australia, New Zealand and the Far East.

Reg Kelly—Editor.

The Lowdown by Rambler

*IF you want a real tonic for those Depression Blues, stand in the lobby at the Prince Edward Theatre, Sydney, or our own Capitol Theatre, Melbourne at the opening of any session of "Love Me Tonight" and if you have the show business in your blood, you will be **THRILLED** at the sight of eager, jostling crowds fighting to get to the box-office . . . In short, we mean that "Love Me Tonight" is a positive clean-up . . . What more could we ask from the studios to help us start off the New Year right . . . To see the smiles of satisfaction on the faces of both Mel Lawton and Jim Thornley, you would think that they had been included in the New Year Honors . . . And haven't they?*

And speaking of celebrations, can you imagine the Xmas celebrations they had in our studios with the announcement that Paramount grabbed off five out of the nine coveted Motion Picture Arts and Sciences awards . . . Read the full story on page three of this issue. . . It's enough to make you turn hand-springs in the air.

This is the time for New Year resolutions . . . Most of them are forgotten in a day or two . . . But let's all get together this time as a body and resolve "that more than ever before will we show in a practical way our loyalty to Paramount, by hard work and enthusiasm, and so speed the return of Prosperity in which we will all share" . . . And let this be a resolution that we will carry out to the very letter.

HAIL—

"THE SIGN OF THE CROSS"

NATIONAL TIE-UP.

SCREEN FASHIONS BRING NATION-WIDE PUBLICITY FOR PARAMOUNT STARS.

AS the result of a tie-up recently completed by H.O. Exploitation Department with Clifton Joseph Mfg. Co. Pty. Ltd., of Melbourne, nationwide publicity of the finest nature will be given practically every Paramount picture and actress during the ensuing year.

Under the terms of the tie-up, the firm will reproduce hats, frocks and other apparel worn by the leading actresses in Paramount pictures. Newspaper advertisements will feature blocks of the Paramount actresses, and the copy will incorporate the names of actresses, pictures and theatres. These ads. will also be enhanced by window displays.

The first stunt under the new tie-up was in connection with "Love Me Tonight", at



the Sydney Prince Edward. The accompanying photo shows the striking window display by McDowell's Ltd., featuring the hats and frocks worn by Jeanette MacDonald and Myrna Loy in that picture. In addition, a quarter-page advertisement was published in "The Sun" the day prior to the picture's opening.



The great outside show put on by the Rialto Theatre New York for "The Sign Of The Cross" which opened there last month.

THERE'S PLENTY OF PUNCH IN THE BLUE RIBBON BUNCH.

Paramount Takes Honors In Five Sections.

ACADEMY AWARDS.



... best actor.

SENSATIONAL PREMIERES.

"LOVE ME TONIGHT" STACKS UP RECORDS IN SYDNEY AND MELBOURNE.

FOLLOWING the Australian Premiere at Paramount's Capitol Theatre, Melbourne, last Saturday week, "Love Me Tonight", opened at the Prince Edward Theatre, Sydney, last Wednesday with the S.R.O. sign placed in a prominent position on the Box Office early every session.

Mel. G. Lawton, General Manager of the Prince Edward Theatre, tells us that judging by the box office figures since the tremendous opening this picture should, and he also lays every confidence that it will, hold the screen until Easter.

Reports from J. L. Thornley, General Manager, of the Capitol Theatre, Melbourne, tells us that this picture has done the greatest business in this theatre in two years.

THE Annual Awards Banquet of the Academy of Motion Picture Arts and Sciences has just been held. Honors for the best work of the past year were bestowed by the vote of individual members of the industry. Five of the nine awards will interest you.

Fredric March won the Academy trophy for the best performance of the year by a male actor for his dual portrayal of "Dr. Jekyll and Mr. Hyde". Fredric March will be seen in three important Paramount pictures during the next twelve months, "The Sign of the Cross", "Lives of a Bengal Lancer" and "All the Queen's Men".

Helen Hayes was voted as having given the best performance of the year by a feminine player in "The Sin of Madelon Claudet". Miss Hayes will be seen shortly in Paramount's "A Farewell to Arms".

Frank Borzage was awarded the prize for the best directorial achievement of the year in "Bad Girl". Frank Borzage's latest production is Paramount's "A Farewell to Arms".

Paramount was awarded the trophy for the best sound recording for the second successive year. Paramount supremacy in sound is unquestioned, and is of obvious importance, for after all, the industry is making sound pictures.

Paramount won the award for photography for the third consecutive year, through Leo Garmes' work on "Shanghai Express". Paramount superiority in vivid, dramatic photography will continue, because Paramount has the finest cameramen, laboratory facilities and technical equipment.



... best actress.

WATCH GEORGE RAFT

NEW SCREEN THRILL CAST IN MANY 1933 PRODUCTIONS.

SOME indication of the confidence that our production executives have in George Raft is demonstrated in the fact that so far he has been cast in no less than six pictures for release in the first three quarters of the 1933 schedule. His first big role is in "Night After Night", and those who have seen the picture claim his performance as a positive hit. Later we will see him in "The Under Cover Man", "If I Had a Million", "Pick-Up", "Fly On" and "Bodyguard".

At the present time, despite the fact that he has played minor roles in only a couple of pictures, George Raft is receiving more fan mail than any other four male stars at the Paramount studios.

IT'S IN THE AIR... "PARAMOUNT FOR 1933"

Our Back Page of Front Page News

**FACTS
YOU SHOULD
KNOW**

REG FELTON



RANDOLPH SCOTT, signed by Paramount a year ago, has been given a new contract. He has just completed three pictures in rapid succession, "Heritage of the Desert", "Wild Horse Mesa", "Hot Saturday" and, as his fourth, Paramount has selected "Eleven Lives" in which he will be featured with Frances Dee, Richard Bennett, Adrienne Ames and Gordon Westcott.

Stuart Erwin, who recently completed the lead in "He Learned About Women" replaces Jack Oakie in "Crime of the Century". Oakie will join Gary Cooper and George Raft in "Fly On".

Other players awarded contracts are Cary Grant, Ricardo Cortez, Mae West and Roscoe Karns. Ricardo Cortez, it will be remembered, achieved prominence in such early Paramount successes as "The Pony Express" and "Feet of Clay".

"Jennie Gerhardt", a novel by Theodore Dreiser, author of "An American Tragedy", has been purchased for immediate filming by B. P. Schulberg for Paramount. Sylvia Sidney has been chosen for the leading feminine role, and Marion Gering announced as director.

Kate Smith's picture has been renamed "Cheerful" instead of the previously announced "Moon Song".

Personalities

MR. SIXSMITH will return to-morrow from a holiday spent in the open spaces of Narooma. It is reported that he divided his time between fishing, swimming, and of course, camp life.

Tom Hurney, accompanied by Mrs. Hurney has travelled west to spend his annual respite at Orange.

Reg Felton of Head Office Publicity Dept., will leave this week on his vacation, which he will spend motoring northwards.

Among the notables in the passenger list of the luxury liner "Strathaird" during its Christmas cruise, we noticed a Mr. Jack Taylor. It can't be Jack Taylor of Head Office Film Service Dept. because he hasn't said a word about the trip.

Paramount's Brisbane Branch has been well represented during the festive season in Sydney by Bill Blood and Jack Edwards. We think Bill would make "Buster" Crabbe bow his head in shame. "Buster", you will remember has just won the coveted role of "the lion man" for "King of the Jungle".

THINK IT OVER.



Among the ...
Ad-Sales Boys
by
LEN JONES

THE best Ad. Sales order received this week was from O. Doepel, Advertising Manager in Wellington branch, which covered the under-mentioned material for "Love Me Tonight":— 6 x 24's, 7 x 3's, 2 x 1's, 250 Daybills, Slides, Photos, Stereos and Trailer, sold to Regent, Auckland.

Excellent figures were returned by all branches for week ending December 24th, and although Wellington branch was the only one to exceed Quota, the week's business was the best in two months.

An outstanding order of Ad. Sales for "Love Me Tonight" was obtained by Baden Abotomey from a pre-release theatre at Katoomba. The quantities are as follows:— 1 x 24's, 1 x 6's, 5 x 3's, 18 x 1's, 35 Daybills, 15 Chevalier 1-sheets, 3,000 three-colour Couriers, 3,000 Book Matches, Photos, Stereos and Trailer. Baden was also successful in obtaining sales from three suburban shows for 15,000 Couriers and 3,000 Animated Specs for "Movie Crazy".

We welcome to the H.O. Ad. Sales Department Wilson Milligan, in charge of Ad. Sales Store Dept.

All Ad. Sales Managers are reminded that their quarterly Ad. Sales Stock taken at December 31st, should be forwarded to Head Office.

Paramount

Vol. 7.—No. 2. January 11, 1933.

PUNCH

FOR 1933

LAST week in the Little Paramount Theatre I saw "The Sign of the Cross", in which Cecil B. deMille has fashioned a work of cinema art that should create a great deal of talk both inside and outside of the industry. He has given to the people again the spirit of the motion picture upon which this industry was founded and then moulded into great heights. He has used dialogue as a supplement to an end, and not to fill in footage. As deMille brings Wilson Barrett's famous story to the screen it has everything from production grandeur and pastoral beauty to horrifying cruelty. The cast, collectively, is great. Individual performances reach the heights. You have never seen Elissa Landi until you see her here. Fredric March is brilliant. Claudette Colbert, as the Empress, is splendid, and you will rave over the Nero characterisation by Charles Laughton.

In "The Sign of the Cross", I see far more than just another picture. Here is the talking picture reaching a far advanced form. The very stupendousness of the production, its grand cast and directorial achievement will establish it in the minds and souls of the motion picture-going public as the greatest of screen masterpieces

William Clark

Managing Director.

Published every Wednesday by Paramount Film Service Ltd., Head Office, Sydney, Australia, in the interests of the Paramount organisation in Australia, New Zealand and the Far East.

Reg Kelly—Editor.



The **Lowdown** by Rambler

THE big news of the moment . . . and the hour . . . and the days and the months to come is "The Sign of the Cross" . . . We in Head Office have just seen the picture, and if you ever had any doubts about this being the greatest picture we have ever made read the candid criticisms of some of the Head Office boys on the next page . . . Your job is to tell everybody about it in words that unmistakably say, "This is the greatest motion picture ever made" . . .

Read and digest the story of Paramount's Decentralisation plans listed on this page . . . Unit interesting us most vitally is Paramount's International Corporation, formed for the complete supervision of Paramount's foreign operations . . .

"Night After Night" is a winner in every sense of the word. . . The Head Office staff "ate it up" last night at a staff screening . . . And believe me there's plenty of hearts throbbing for this tough guy, George Raft . . . In these modern days, the flapper fans like their heroes served up a little tough . . . and believe me this George Raft will win the women picture-goers in a big way . . . And don't be afraid the men folks will like him too because he's a man's man . . .

Just to remind you . . . Paramount is STILL the greatest name in show business.

PARAMOUNT FORMS FOUR NEW COMPANIES.

SUBSIDIARIES TO HANDLE PRODUCTION, DISTRIBUTION AND FOREIGN DEPARTMENTS.

IN the interests of greater efficiency and wider scope for bigger pictures, Paramount has organised four new subsidiary companies in America to take over particular duties and assets of the work which their names bespeak, according to information just received by W. J. Clark, Managing Director.

Names of the new companies are: Paramount Pictures Corporation; Paramount Productions, Incorporated; Paramount Distributing Corp.; and Paramount International Corp.

Adolph Zukor is President of each of the four new companies. Emanuel Cohen is named vice-president of Paramount Productions taking over all of Paramount's production activities. Paramount Distributing Corp. will handle all of sales and distribution of our product in the States; Paramount International Corp. is the new name of the former Foreign Department. Emil E. Shauer and J. H. Seidelman are the new vice-presidents of Paramount International, with John W. Hicks, Jr., remaining in charge of the English Division comprising Great Britain, South Africa, India, Australia, New Zealand, Far East, China and Japan.

The formation of the new companies marks the finish of the Publix identification with the company except in the domestic theatre end.

N.Y. OPENING.

WATCH for the next issue of Paramount "Punch" for a detailed description of the triumphant New York opening of "The Sign of the Cross" at the Rialto. The issue will also contain excerpts from the New York newspaper criticisms.

MR. ZUKOR SAYS—



With the creation of the four new subsidiaries, and the subsequent executive promotions, Paramount has cleared the track for the greatest progress in its two decades of existence.

Adolph Zukor. Despite adverse conditions, this company is going to forge ahead. In its forward progress it will carry upward many of the men who so well merit promotion and greater responsibility.

Every man and every woman in the organisation will have an opportunity to share in this progress. We are justly proud of our manpower and we shall continue to build from the ranks as we have always done. I look forward to still greater and more glorious achievements, both in production and distribution in our company.

ADOLPH ZUKOR.

Watch following issues of Paramount "Punch" for more criticisms of those who were privileged to witness the initial Head Office screening of the picture of pictures—"The Sign of the Cross."

THERE'S PLENTY OF PUNCH IN THE BLUE RIBBON BUNCH.

ALL HAIL "THE SIGN OF THE CROSS"

LAST Wednesday afternoon, Mr. Clark had all the Head Office Departmental managers, together with Jim Thornley and Claude Henderson from Melbourne, in the Little Paramount Theatre to see that greatest Paramount picture of all times, "The Sign of the Cross".

The reaction from that hard-boiled audience of critics was 100 per cent. It was, perhaps, the most enthusiastic group that has ever sat in on a screening in the Little Paramount Theatre.



"It is assuredly the answer to the public prayer for a BIG picture. It is a certain road show success."

J. E. Kennebeck.



"The acting of Fredric March, Charles Laughton, Elissa Landi and Claudette Colbert is superb, and the scenes in Caesar's Palace and those

in the Coliseum are majestic, grand, and awe-inspiring. I believe they are the grandest scenes yet produced in a motion picture.

"What struck me most was the way the early Christians were persecuted; how cruel the Romans were; and how wonderfully the picture portrays the sufferings of those who first held fast to the Faith that we now enjoy—they would rather die than deny their Faith—and the final reels of the picture show clearly that they were helped by some Unseen Power, which we know as God—given Faith for them to go to their martyrdom as they did.

"The sacrifice of Mercia and Marcus should have been enough to convert Nero and his wife to the Christian Faith, as I believe it did the last Romans that were in the Dungeon in the final scene.

"I am positive it is the most wonderful picture that has ever been made, and is indeed a Sermon to the World."

S. O. Herbert.



"Gigantically conceived. Truly 'The Sign of the Cross' is the biggest thing the screen has offered since the coming of sound."

W. Hurworth.

"'The Sign of the Cross' to my mind is 'The Ten Commandments' of the talking screen, and it should prove a marvellous box-office attraction."



C. E. Henderson.



"The Capitol has been graced by most of the biggest box-office successes, but I expect 'The Sign of the Cross' to top them all."

J. L. Thornley.

"It rolls back centuries and presents history in such a way that even the most hardened will be unable to realise that he is viewing a motion picture."

J. A. Sixsmith.



"The general box-office appeal is unquestionably great, and I cannot ever remember viewing a motion picture which caused such an emotional



reaction as this one did."

F. Gawler.

IT'S IN THE AIR... "PARAMOUNT FOR 1933".

Our Back Page of Front Page News

FOR YOUR
Information
by
Reg Feltton

WITH the commencement of production on "The Mysterious Rider", Paramount celebrates the filming of the twenty-fifth story by the famous Zane Grey . . . Although Randolph Scott headed the cast of the first two of the present series, it is interesting to note that Kent Taylor has been awarded this distinction in the new pictures . . . "Wild Horse Mesa", the second, although completed, has yet to arrive here in Australia. . . . "All the Queen's Men" has been announced as a coming attraction for the popular Fredric March, but information states that this title is tentative and therefore there is a likelihood of a change . . . "The Sign of the Cross" has arrived here, as a number of you know, and if you haven't already done so, turn back and read what critics, known to us all, think of this stupendous production . . . "Blonde Venus" and "Night After Night" are also new arrivals and are just two more instances of the excellence of the company's product . . . Little has been said so far about "Under-Cover Man", so to advise you of the cast.—Well, here they are . . . George Raft playing his second leading role; Nancy Carroll whom you recall has recently made a come-back in Paramount Pictures; Lew Cody, Roscoe Karns and William Janney . . . A line worthy of space is that Clive Brook is now in his eighth year with Paramount . . .

Personalities

ROY LYONS of N.S.W. Dispatch, is at present spending his annual vacation at Terrigal.

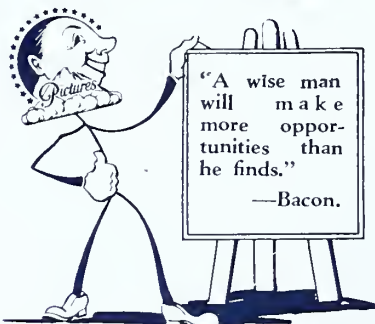
Among the Interstate visitors to H.O. we had C. E. Henderson, of Melbourne Branch, looking over the excellent productions in the 1933 line-up.

Another visitor to H.O. was J. L. Thornley, of the Capitol Theatre, Melbourne. He tells us that reporting by correspondence was not enough to explain the opening of "Love Me To-night", so he came to Sydney to tell us all about it himself.

Harold Trahan, of H.O. Purchasing Dept., is at present touring the Newcastle District, wielding the willow and removing all corners off the leather with the local cricket team.

Jim Horan of the N.S.W. Booking Dept., leaves on his annual vacation for the Blue Mountains on Friday.

THINK IT OVER.



The
Check-Up
by Len Jones

OTTO DOEPEL tops the Ad. Sales boys this week . . . shook an order covering all regular releases from the Regent, Wellington, for 3 x 24's, 8 x 6's, 35 Daybills, Slides, Stills, Photos, Stereos and Trailer . . . Otto's setting a hot pace from the Shaky Isles . . . Watch out, the rest of you . . .

Baden Abotomey has embarked on an ambitious undertaking . . . Wants to sell more Couriers on *MOVIE CRAZY* than he did on *THIS IS THE NIGHT* . . . Latter total was 82,000 . . . With recent sale of 12,000 to Sydney suburban circuit, *MOVIE CRAZY* Couriers now approximate 69,000 . . . Not a bad effort on anybody's accordian . . . and Baden hopes to make the total 100,000 . . . Optimism is an essential adjunct to Success . . . Cultivate it, those of you who haven't it . . .

The dairy farmers around Kyogle are having optical trouble these days . . . Reason? . . . Bill Blood, Brisbane salesman, got the local showman to increase his Ad. Sales order by 100 per cent. . . . Material on *Specials* now includes 1 x 24, 1 x 3, 10 Daybills, 500 Couriers, Slides, Photos, Stereos and Trailer . . . Even the cows are rolling up to the Box Office now . . . and the showman is grateful for Bill's sales ability. . . .

NATIONAL FILM THEATRE OF AUSTRALIA
BOX 1760 G.P.O. SYDNEY N.S.W. 2001

COMING

TO STARTLE

THE WORLD.





Hail—"The SIGN OF

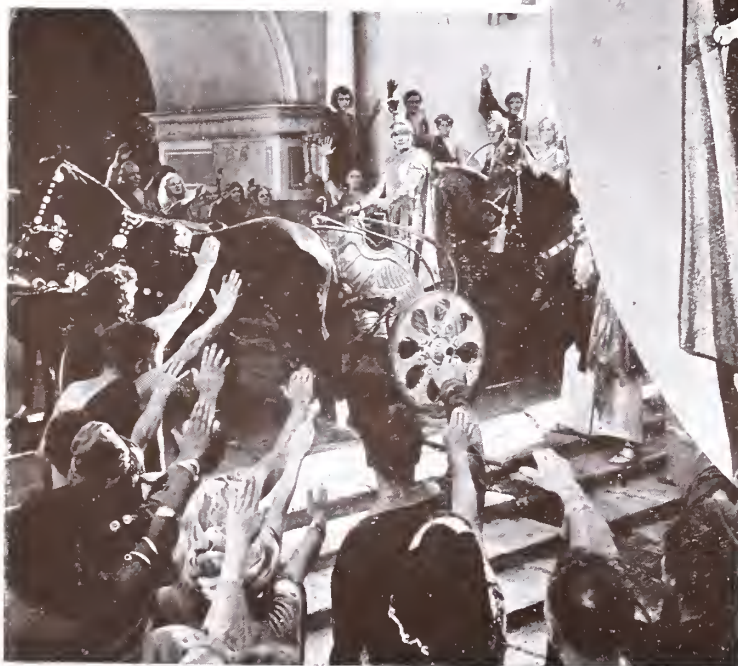
Cecil B. deMille's gigantic
tionably the greatest production
coming of sound. Those in H
are unanimous that it is the
that we have ever handled, ev
office sensations . . . "The Ten

The studios have presented
to show our appreciation by s

(Above): Elissa Landi (Mercia)
dresses the wound her Christian father
has received at the hands of the Ro-
mans. (Right): Fredric March was
cut out to wear the dashing costume
of Marcus Superbus. (Below): Mar-
cus leads his soldiers, one of the many
impressive scenes of this production.



It is a far cry
suited hero
pictures, to t
rior of "Sig
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great



E CROSS"

le of Pagan Rome is unques-
e by any company since the
ce who have seen the picture
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assing that sensation of box-
andments".

h a winner, and it is up to us
i right.

polished dress-
f his previous
ed Roman war-
ross", but the
ly walks off
no doubt his
onance.



(Above): Mercia is shown the Sign of the Cross in the baker's loaves. (Left); Elissa Landi as Mercia, a characterisation very different to those sophisticated heroines which Miss Landi usually portrays. (Below): One of the many mob scenes showing the rise of the Christians. No one is more famous for his mob scenes than deMille, and this picture has plenty of them.



AND

IT'S A

PARAMOUNT

PICTURE!





Paramount

Vol. 7.—No. 3. January 18, 1933.

PUNCH

FOR 1933

ONCE again the Studios have sent us another real hit. We have just seen the Lubitsch production, "Trouble in Paradise", and I can say that it is one of the most entertaining pictures I have seen in years.

"Trouble in Paradise" is one of the smartest pictures ever made by Paramount . . . one of the smartest ever made by Lubitsch . . . and don't misunderstand the word "smart". Not sophisticated . . . not over the heads of the mob . . . not a picture for the intelligentsia only . . . this is a picture with smart ideas, smart direction, smart acting . . . smart clothes worn by beautiful women . . . it is the kind of smartness described best as . . . "delightful" . . .

Herbert Marshall, Kay Francis, Miriam Hopkins, Charlie Ruggles are all grand, with the honors evenly distributed. The big hand goes to Lubitsch who hasn't missed a trick. The director hasn't overlooked a single detail, and as every part is close to perfection, so is the whole production.

"Trouble in Paradise" is just another proof that our Studios are keeping to the letter of their pledge to give us "money" pictures. Here is a real "money" picture in every sense of the word.

We can look to "Trouble in Paradise" as one of the best pictures of the year.

William Clark

Managing Director.

Published every Wednesday by Paramount Film Service Ltd., Head Office, Sydney, Australia, in the interests of the Paramount organisation in Australia, New Zealand and the Far East.

Reg Kelly—Editor.

The Lowdown by Rambler

THE sensational opening of "The Sign of the Cross" at the Rialto Theatre, New York, is reported in this issue of "Punch"... Don't forget to read every line of the story... And read and digest also the criticisms from the New York press... The big cases of Roman trophies used in the actual production of the picture have arrived in Sydney from the studios for the exploitation of "The Sign of the Cross"... To our production department we send our greatest thanks for the gift of these three cases... The answer to an exploiteer's dream... Whilst on the subject of this picture, Len Jones informs me that "The Sign of the Cross" holds the record for an initial Ad Sales order... In other words there has been more Ad. Sales ordered on this picture than any other in the history of Paramount... We wish we had the space to list the entire first order, but we might mention that the first order on three-color couriers totals a quarter of a million... Yes sir... We have just seen the Lubitsch production "Trouble in Paradise" and it's a real winner... So much so that it will be the next into both the Sydney Prince Edward and our own Melbourne Capitol... Another "honey" to arrive by the last shipment is "If I Had a Million" which has a cast that reads like a Hollywood telephone directory... It's most unusual theme and treatment will undoubtedly prove sensational at the box-office... Is Paramount back in the old Paramount stride again... are you telling me?...

HAIL "THE SIGN OF THE CROSS".

IN the last issue of "Punch" we gave you a number of candid criticisms from the Head Office departmental heads who had seen the picture at the initial screening. Shortage of space did not allow for the publication of all the criticisms, however, here are the remainder.



Robert S. White.

"Powerful is the word which best describes this picture. Any one who remains unshaken at its inspired climax is entirely devoid of feeling."



"It is the most spectacular, emotional and realistic picture I have ever witnessed and one which will live in my memory for many years to come."

A. R. Logan.

"I actually lived through the arena scenes, and the ending has that touch of drama and pathos that will send the people out of the theatre with that picture in their minds for days after."

Reg. Kelly.



"It is certainly a sermon to the people of the world, and one of the greatest pictures in history."

A. W. L. Naylor.



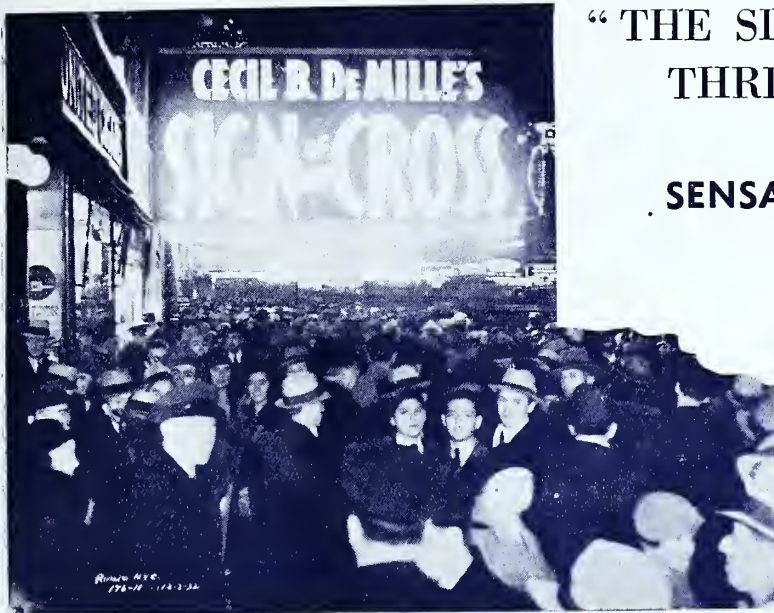
"The sincerity of the acting and direction, and the magnificence of spectacle almost beggars description."

H. E. Flynn.



"Its massiveness beggars description, the acting, casting of players and attention to detail is superb."

L. V. Jones.



"THE SIGN OF THE CROSS" THRILLS NEW YORK.

SENSATIONAL OPENING.

ASTOUNDING PICTURE
BEGINS WORLD-RUN
AT RIALTO.

STORMING New York with a veritable hurricane of publicity, Cecil B. DeMille's "The Sign of the Cross" opened at the Rialto Theatre New York last month as a road show, at top road show prices, at what probably portends to be the most auspicious world-run of a motion picture in the spectacular history of the talkies.

The picture was ushered onto the screen by an advance campaign of promotional work which is only exceeded in proportion by the gigantic importance of the film itself.

The blase New York press were just as enthusiastic about the picture as the public, and went into raves about it. Here-with are some of the criticisms:—

"'The Sign of the Cross' grand ... mighty picture... magnitude is impressive."

"Daily Mirror".

"Effective, expansive, glittering pageant of Rome... Big... beautiful... really quite a feat... exciting."

"Sun".

"Spectacular hit... magnificent in background... stupendous in cast... Stunning, breath-taking and yes, even colossal in dramatic effect."

"Daily News".

PROPERTIES ARRIVE FROM STUDIOS FOR "SIGN OF THE CROSS" PRESENTATIONS.

ARRIVING by the last American Mail Steamer were some of the most priceless studio properties ever landed in this country. They comprise a number of Roman costumes, armory and implements which were employed during the filming of Cecil B. DeMille's screen masterpiece, "The Sign of the Cross". And not the least important of these are the suit of armour and ornate chariot used by Fredric March in his role of Marcus Superbus.

The property list includes such interesting objects as swords, shields, spears, lyres, harps, incense burners, lamp standards, couches, gladiatorial attire, and a corpse sled—all beautifully made and historically authentic.

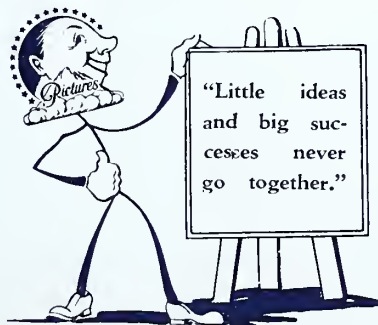
Plans are under way for the employment of Marcus'

chariot in a manner which will make it the greatest single exploitation stunt on record.

CAPITOL CHANGES.

Mr. Clark announces the appointment of Frank V. Kennebeck to the position of Publicity Manager of Paramount's Capitol Theatre, Melbourne, replacing Len Peuleve, who returns to Head Office for special advance exploitation work on the Paramount DeMille spectacle, "The Sign of the Cross". Mr. Kennebeck will operate under the supervision of James L. Thornley.

THINK IT OVER.



IT'S IN THE AIR... "PARAMOUNT FOR 1933".

Our Back Page of Front Page News

FOR YOUR
Information
by
Reg Feltton

THE Paramount Hollywood studios are at present working at full production speed... Six pictures are in actual shooting... They are, "She Done Him Wrong" (and after you see Mae West in "Night After Night" you will be watching intently for this one), "Luxury Liner", "Hello Everybody", "The Mysterious Rider", "The Queen Was in the Parlor" and "King of the Jungle"... Once again Charlie Ruggles has been cast for a featured role in a Chevalier picture... Seems like Maurice just can't get along without the genial Charlie... Yes Charlie's in "The Way to Love" and so is Edward Everett Horton, another funster who scores a positive hit in "Trouble in Paradise"... Billy Sunday says that Mae West would be a sensation in the pulpit... To which we remind Billy Sunday that Mae West would be a sensation anywhere... Randolph Scott who has made such a hit in Paramount Zane Grey's, has been cast as the leading man in the Kate Smith picture formerly titled "Moon Song" then "Cheerful" and now... for your information... "Hello Everybody"... Paramount will film another Theodore Dreiser novel in "Jennie Gerhardt" for which Sylvia Sydney and H. B. Warner have been cast... Mack Sennett has signed on the dotted line, Helen Madison, Olympic swimming champion, who will probably be the first Mack Sennett bathing beauty who can really swim.

Personalities

MICK STANLEY of H.O. Despatch Dept., is at present vacating on the sands at Terrigal.

Miss Flo Smith of the H.O. Examining Dept., is spending her annual holiday at home and surfing on the local beaches.

Miss P. Adler leaves on a week's vacation on Friday night. Surfing at Manly seems to be Pauline's only fancy this year.

Miss P. Mort of H.O. Accounts returned to her desk last week looking well after a very exciting holiday at the Blue Mountains.

After the drawing of the State Lottery last week, we noticed a very bright smile in the N.S.W. film room. All indications proved that the Gods of Chance have at last turned to Paramount.

Mr. and Mrs. S. H. Craig and family of Wellington leave this week for The Mount, Tauranga, where they intend to spend a fortnight's holiday.

Also on vacation from the Wellington office are Alberta Fitzgerald, caravanning, and Wilfred Smeaton, picking dippies for bait at White Rock.

We offer double congratulations to Vic. Butler of Melbourne—firstly on his recent engagement to Miss Jean Vickers, and secondly on his success in his final Accountancy Exam.

The
Check-Up
by Len Jones

AD. SALES Quota certainly caught the boys napping last week... not a single branch was successful in reaching it... We are therefore looking forward to at least 50 per cent. increase this week... A new policy of one-colour Couriers for all Extra Special productions is being inaugurated, commencing with "Blonde Venus" and "Trouble in Paradise"... It will be the most attractive one-colour courier ever handled by any Exchange, and will fill a long felt want by live-wire exhibitors who realise the importance of courier advertising... The popular three-colour courier will still be handled on all Extended Season productions... more about this by memo.

Sydney exhibitors, I feel sure, are rejoicing... and why not? Baden Abotomey has achieved his ambition of selling 100,000 three-colour "Movie Crazy" couriers... which means that showmen now stand a chance of leaving the building without being loaded up like a Christmas tree... Yes, Baden's total has reached 101,000, and he is now aiming at 150,000... Here's hoping you are successful, Baden.

Max Lovett, Assistant to Baden Abotomey, has turned in an order for 100 (3in. x 4in.) medallions... sold to an exhibitor as a medium for boosting matinee attendances.

Paramount

Vol. 7.—No. 4. January 25, 1933.

PUNCH

FOR 1933

THIS is the time to forget pictures with a past, and to concentrate on pictures with a future. Statements published from time to time in "Punch" and other publications that 1933 will be Paramount's year are not based on faith alone, but on positive facts . . . definite knowledge of the herculean effort our Production Department is making, and actual evidence of product finished and ready for prompt release.

At least one dozen of the new pictures for 1933 have been previewed with exceptionally gratifying results. It is my duty to transmit this faith and knowledge to you boys out in the field. It is your job to translate this faith and knowledge into action . . . selling and showmanship action.

Regardless of what economic changes the new year brings, one thing is sure; the public will continue to spend its money for the good pictures that are vigorously advertised and shrewdly merchandised. You can depend upon it!

The only way to ensure for Paramount and for yourselves the return of prosperity . . . the only way to realise the full revenue possibilities of the big attractions you will get in the next twelve months is to concentrate on each one individually every ounce of ability and energy and resourcefulness that you can possibly muster. 1933 will be what we make it! LET'S GO!!!

William F. Clark

Managing Director.

Published every Wednesday by Paramount Film Service Ltd., Head Office, Sydney, Australia, in the interests of the Paramount organisation in Australia, New Zealand and the Far East.

Reg Kelly—Editor.



The Lowdown by Rambler

JOHN E. KENNEBECK and the various departments under his supervision are at present working at high speed on the preliminary campaign for "The Sign of the Cross" . . . You can look to some sensational showmanship executed on this picture. . . Congratulations are in order to Hermann "Pop" Flynn . . . The advance bookings at the Sydney Prince Edward are heavy for Ernst Lubitsch's "Trouble in Paradise" which commences a season to-day. . . According to advance reports, "A Farewell to Arms" is one of the most powerful productions we have ever made. . . Mr. Clark, who has just seen the picture at a pre-censorship screening is most enthusiastic regarding its possibilities. . . "Its dramatic human appeal is tremendous" he says. . . Bob White's mammoth tie-up with a manufacturing house on frocks worn by Paramount players is now being operated successfully in Sydney, Melbourne and Brisbane on all specials. . . Paramount is STILL the greatest name in show business.

THINK IT OVER.



EARNs RIGHT TO TITLE.

"POP" FLYNN BECOMES A DADDY.

ON Saturday morning last, January 21, Hermann E. Flynn, Paramount's Advertising Manager, but known to everybody inside and outside of Paramount as "Pop", found a very good use for the Christmas cigars which he had refused to smoke himself. That day, January 21, 1933, will go down in history as the birthday of Yvette Elva Flynn. For your information, Mrs. Flynn, formerly a Paramounteer, and the baby are doing nicely, whilst Pop is as well as can be expected.



"TROUBLE IN PARADISE".

OPENED MELB. CAPITOL SATURDAY—PRINCE EDWARD TO-DAY.

THE Ernst Lubitsch production, "Trouble in Paradise", which Mr. Clark wrote in the last issue of "Punch" as "One of the smartest pictures ever made by Paramount", commenced an extended season at our own Capitol Theatre, Melbourne, last Saturday. Jim Thornley wires that the picture had a splendid opening, and he predicts a good season.

"Trouble in Paradise" is scheduled for its Sydney premiere at the Prince Edward to-day. The management of this de luxe house are 100 per cent. enthusiastic regarding the picture.



You can look to "Blonde Venus" as being one of the biggest dramatic smashes produced in some time. Herewith are pictured Marlene Dietrich and Cary Grant, who both score positive hits.

THERE'S PLENTY OF PUNCH IN THE BLUE RIBBON BUNCH.

...The Sweetest Love Story

"*A* FAREWELL TO ARMS"



"*THE* greatest love novel written by any living author..." such was the unanimous opinion on Ernest Hemingway's "*A Farewell to Arms*". And now Paramount brings this sensational novel to the screen, making a masterpiece... a picture that will go down in the history of the cinema as the greatest and sweetest romance of them all. Gary Cooper as the gallant officer and Helen Hayes as the British nurse are the two lovers.

... RETROSPECTIVE

FOURTEEN years ago the great war ended, but not before it had touched the homes of millions.

Men are made to fight. Since history began it has always been that way. But woman, God made woman to love, to be loved, and to live away from the horrors of bloodshed. Yet this war did not stop with men. It went into the homes and brought forth the flower of womanhood. The sisters, daughters and sweethearts of the men who were giving their life's blood for a Cause. It took them into the disillusioning precincts of brutality. Into the maw of death and horror. Is it any wonder that their hearts went out to these maimed and stricken men; men who though not wounded physically, were wounded in spirit and soul.

Such is the story of "*A Farewell to Arms*". A story of a great love which came to a boy and girl grown sick with war, grown tired of its never-ending continuity. Catherine Barkley, was only a woman. A young woman. A beautiful woman. A girl who had seen her sweetheart go out into the war, wearing his uniform with a swank and pride, going to save the world for the world, just as hundreds of other women had kissed their loves good-bye—hoping as hundreds of others that her man would come back safely, a hero.

Grown tired of waiting through the terrible days that followed she joined a hospital unit. At last she found him... a shell had blown him to bits. There was nothing left to mother—nothing left to nurse—nothing left but the horror of it all, the futility of

living, and a memory of what might have been.

So, we find her. Carrying on at the front. There she met her man. Not a wonderful man. Just a boy from America, submerged in the tragedy of war, trying to forget in the depths of a wine bottle. Woman to him were something to be taken for the asking.

But Catherine Barkley changed that. The very innocence of her sweet surrender that night under the stars touched something in this handsome Lieutenant of the Ambulance Corps that had lain dormant, something fine that he had kept hidden in the recesses of his heart. And so a great love was born. A love as sweet and enduring as time itself, a thing of beauty, of life, snatched from the crucible of a man-brewed hell to live on in testimony of God's will.

IT'S IN THE AIR... "PARAMOUNT FOR 1933".

Our Back Page of Front Page News

FOR YOUR
Information
by
Reg Felton

JUST another mention of Gary Cooper's next, "Fly On"... an aviation story by John Monk Saunders, who, it will be remembered, was responsible for the story of "Wings" and another air success "War Brides"... George Raft is also prominently cast in this picture... thinking back, one is reminded of the fact that Gary Cooper has appeared in several aerial productions, all of which have proved to be positive successes... Let's hope Gary can continue the good work... and why shouldn't he... Announcing a new one, Fredric March will have the male lead opposite Claudette Colbert in "The Queen Was in the Parlor"... and still another which may of course be a long way off is "Shoe the Wild Mare"... the novel has been purchased by Paramount from that well known novelist Gene Fowler... Kubec Glasman, who had previously prepared a dramatic version of the book for the stage has been appointed to handle the adaptation for the screen version... Billy Bevan replaces George Barbier in the cast of "Luxury Liner"... Nancy Carroll and Frances Dee have been cast for leading roles in filmisation of Lawrence Hazards' play, "The Good Thing"... Norman Taurog has been assigned director... something to look forward to in "If I Had a Million" will be a lecture of 300 words without a break from Mary Boland, and Charlie Ruggles is the lectured one.

Personalities

HAROLD HIGGINS of the H.O. Art Dept., is at present vacationing at Gosford. Tennis and swimming will occupy Harold's time.

Johnny Tauchert of the H.O. Customs Dept., is holidaying on Sydney's beaches.

Len Jones, of the H.O. Ad. Sales Dept., accompanied by his wife and youngsters, is at present residing at Ettalong Beach on his annual holidays. Len anticipates a very enjoyable holiday.

Miss Griffin of Accounts Dept., Brisbane, is having a fortnight's respite from work, which is being spent at Armidale, N.S.W.

Miss Stuckey and Miss Gibson of the Brisbane Branch, are both watching the Test matches very closely, as it appears they have put the family plate on their respective sides.

Bill Blood and Jack Edwards both returned to the "Tropics" after a fortnight's holiday in Sydney.

Mr. Hilbourne of the Auckland Despatch Department is on the sick list—having a minor operation to his jaw.

Miss Walker of the Auckland branch has just received word to the effect that she has passed her Royal Academy of Music Examination.

HAIL—

"THE SIGN OF THE CROSS"

The
Check-Up
by *Len Jones*

OTTO DOEPEL again comes into the limelight with the best Ad. Sales order of the week... It's becoming a habit... Otto's latest sale is to the Majestic Theatre, Auckland for "Sporting Widow"... Here are the quantities:— 8 x 6s, 3 x 3s, 4 x 1s, 50 Daybills, 2 slides, 3 sets 8 x 10 photos, 2 sets 11 x 14, 2 sets 14 x 17 and 2-22 x 28 photos.

George Hayes, of Launceston Branch, is responsible for a rather novel advertising medium for Paramount stars... He has arranged for a weighing machine company in Tasmania to use our half-column Star Head Blocks on the reverse side of the weight cards... quite a weighty idea.

Reports from the branches regarding our new one-colour couriers are very pleasing to note... Albert Nicholas, Melbourne Ad. Sales Manager, states that he is certain of placing immediately 10,000 and should be able to increase this quota at an early date... while Baden Abotomey has already sold 10,000 to the Prince Edward Theatre.

I have just seen the first pulls of our new one-colour couriers for "Trouble in Paradise"... and "Blonde Venus"... Samples will be forwarded you this week... bring these couriers under the notice of all live-wire showmen... they are certain to sell like the proverbial hot cakes...

Paramount

Vol. 7.—No. 5. February 1, 1933.

PUNCH

FOR 1933

THE economic conscience of Hollywood has been aroused, and to-day the motion picture studios are making better pictures with an efficiency and economy that we have never seen before in this industry. The policies which were adopted early last year are beginning to bear fruit. These policies were brought into force when our executives served notices on stars, directors and studio personnel that the Paramount organisation was an institution that stood for certain standards of entertainment and that this institution was bigger than any single member or group of members in it.

Since then greater progress has been made by our Studio executives in carrying out these policies. Players whose box-office drawing power was largely in their own imagination have been replaced by fresh eager personalities that fit better into Paramount's plans for the making of better pictures. Directors who had lost freshness and brilliance in their treatment of stories have been dropped, and in their places are young men who have the new modern manner of screen-story telling which the public wants. But above all, Paramount has built a producing organisation at the studio which is young, resourceful, new in its viewpoint and keen in its showmanship.

To-day the production of motion pictures rests upon as efficient and sensible a foundation as that of any other business. Never before have we in Australia been receiving such fine productions from the Studios as we have received this past six months, and plans for future pictures make it obvious that this high standard will be raised even higher.

William F. Clark
Managing Director.

Published every Wednesday by Paramount Film Service Ltd., Head Office, Sydney, Australia, in the interests of the Paramount organisation in Australia, New Zealand and the Far East.

Reg Kelly—Editor.



The Lowdown by Rambler

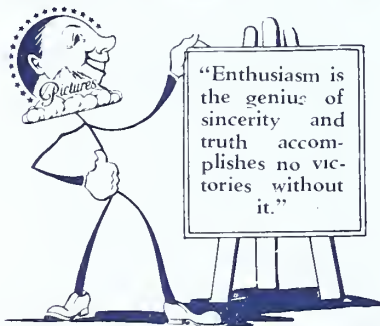
READ and digest every line of "The Sydney Morning Herald's" marvellous criticism on "Trouble in Paradise" published on this page of "Punch"... There is no doubt that this rave is the best that this newspaper has given any motion picture for months... and the picture is still singing along on its merry way at the box-offices of both the Sydney Prince Edward Theatre, and our own Capitol Theatre, Melbourne....

"A Farewell to Arms" will most likely be the next into the Sydney Prince Edward, whilst Dietrich's "Blonde Venus" and "If I Had a Million" with the lengthy all-star cast are definitely booked as a double feature bill as the next season for the Melbourne house...

Money pictures are still arriving one after another from the studios in an unbroken line. We in Head Office have just seen "Evenings for Sale" with Sari Maritza, Herbert Marshall and Charlie Ruggles and also "Hot Saturday" with Nancy Carroll and Cary Grant... they are both box-office honeys...

And Paramount is still the greatest name in show business...

THINK IT OVER.



"SYDNEY MORNING HERALD"

RUNS LENGTHY RAVE ON

"TROUBLE IN PARADISE"

THE SYDNEY MORNING HERALD, noted in Australian journalism for its candid film criticisms, published a half column of praise for "Trouble in Paradise" in their issue of Monday, January 30. This criticism is probably the most flattering in that this newspaper has run in its columns for many years.

"Punch" has pleasure in publishing herewith some of the excerpts from this marvellous criticism:—



"... Ernst Lubitsch has directed many sparkling productions for the screen, but never one so brilliant as

"Trouble In Paradise."...

"... 'Trouble in Paradise' is not only a triumph of wit, but also a triumph of urbanity. Not a word, not a gesture has been over-emphasised." "... This is much better work than he has done in his last two musical productions; and to compare with it the maudlin obviousness of his 'Broken Lullaby' would be ridiculous. There are no songs in 'Trouble in Paradise.' Music is used only in whimsical bursts now and then, which buoy up the general mood of the action. Lubitsch has chosen this music with exquisite taste. He always seems to sense just the right moment at which to introduce it; just as he shows remarkable sureness in proportioning the dialogue to the visual action..."

"... The brilliance of the director is shown in nothing so clearly as in the way he draws the fullest capabilities from his actors.. Neither Kay Francis nor Herbert Marshall have done such splendid work before.. As a rule, Miss Francis is charming, beautiful, gracious, but rather obvious in her style.

"... She looks ravishing. She wears her elaborate clothes with the greatest elegance. Every movement, every word, has poise. Mr. Marshall brings English polish and English impassiveness to the highest conceivable point. His speech is music to the ear, so suave is every inflection in it. The character is breeding, cultural tradition personified. Yet, although everything is so

restrained, there never arises the slightest suspicion of coldness or lack of life. Miriam Hopkins brings a fine sense of comedy to her role of an aristocratic-looking pick-pocket; and Charles Ruggles and Edward Everett Horton are magnificent as a pair of rivals for a beautiful lady's hand. Quite apart from the dramatic action, the settings of 'Trouble in Paradise' are a constant delight in their highly modern, but not exaggerated style."

WEDDING BELLS.

FOR TWO POPULAR PARAMOUNTEERS.

Of interest to all Paramounters is the approaching marriage of Gladys Anderson of Head Office Accounts to Bill Goodhead, accountant at the Adelaide branch.

At a very pleasant gathering of the girls and boys of Head Office Accounts Dept. last Friday, Mr. Sixsmith presented Miss Anderson with a canteen of cutlery as a token of esteem and goodwill from the Head Office staff. "Punch" wishes the two popular Paramounters "all the best".



THERE'S PLENTY OF PUNCH IN THE BLUE RIBBON BUNCH.



Charles Laughton, the eminent English actor, in the role of the terrible Dr. Moreau in Paramount's "Island of Lost Souls."

"MOVIE CRAZY".

SUCCESSFUL AUCKLAND RUN.

HAROLD LLOYD's "Movie Crazy" has just completed a very successful season at the Regent Theatre, Auckland, our correspondent reports.

The season was one of the best experienced at that popular de luxe house for some considerable time. The picture was exploited to the limit; one of the big bets being the screen test competition which attracted hundreds of entrants.

WINS HONORS.

ACCORDING to Adelaide picture fans, "Dr. Jekyll and Mr. Hyde" took honours as one of the most popular pictures screened in Adelaide during 1932. This was proved by a competition recently held by one of the leading week-end papers.

19th BIRTHDAY CELEBRATED.

AT PARAMOUNT HOLLYWOOD STUDIOS.

THE nineteenth birthday of the Paramount Hollywood studios was celebrated on December 30. The Paramount studios began their first motion picture on the morning of December 30, 1913, in an old barn at Vine and Selma Streets in Hollywood.

The production was "The Squaw Man", upon which Cecil B. De Mille called "camera" nineteen years ago.

Jesse L. Lasky and De Mille, who recently returned to Paramount to make "The Sign of the Cross", had organised the film company a short time before in New York.

FARNUM CHOSE SALARY.

They decided to begin work with "The Squaw Man", in which Dustin Farnum had finished a starring tour. The two posted 5,000 dollars each and offered Farnum a third interest in the organisation for his services. He chose rather to take a weekly salary. The third partnership, therefore, was taken up by Samuel Goldwyn.

With the company's capital, De Mille journeyed to Hollywood and rented a citrus grove, half a block from what now is the business centre of the film city. The barn on the small ranch became studio headquarters. It housed all departments. When Lasky came to Hollywood, a small room in one end was joint office for himself and De Mille. Their secretary was a Hollywood girl, Stella Stray, who is to-day head bookkeeper of the studio.



Pretty Sylvia Sydney as a geisha girl in "Madam Butterfly". Cary Grant and Charlie Ruggles are also in the cast.

DOUBLE BILL.

FOR MELBOURNE CAPITOL.

MR. CLARK announces that the two big specials, "If I Had A Million", with its galaxy of stars, and "Blonde Venus", starring Marlene Dietrich, will provide the next show for our own Capitol Theatre, Melbourne, following the present successful season of "Trouble In Paradise".

DIRECTOR NOW ACTS.

Oscar Apfel, stage actor and director, was hired to aid De Mille in direction and scenario work. During the past few years, he has acted in numerous Paramount pictures.

When Paramount moved its studios to the present site on Marathon Street, the old barn was transported to the new location, where it now occupies a place of honor among the new structures.

Our Back Page of Front Page News

FOR YOUR
Information
by
Reg Feltton



Judging from latest information received from the Studios it is evident that the production field is working at top speed . . . particularly the casting office . . . Here are the latest castings . . . Sylvia Sidney in the title role of "Jennie Gerhardt" . . . that's Theodore Drieser's novel in case you didn't know . . . Jack Oakie in "The Eagle and the Hawk" with Gary Cooper and George Raft . . . "Fly On" was the original title . . . while we are on the subject of title changes "The Queen Was in the Parlor" has now been changed to "Tonight is Ours" with of course the same cast . . . that is Fredric March and Claudette Colbert . . . Another Change is "Ruby Red" to "She Done Him Wrong" . . . and now for further castings, Stuart Erwin and Wynne Gibson for "Crime of the Century" . . . Alice White, Vivienne Osborne, John Halliday, C. Aubrey Smith, and Veree Teasdale for "Luxury Liner" with George Brent and Sari Maritza sharing leading honors . . . that should just about complete the cast of this picture, so production should be shortly under way . . . Those so far named for "She Done Him Wrong" are Mae West, Noah Beery, David Landau, and Dewey Robinson.

Personalities

OWEN GOODLAND of Head Office is at present residing at the Blue Mountains on his annual Leave. Believe it or not, golf will be the main attraction.

Bill Worsley, the Lancashire cricket critic is at present having a short respite from work. Bill intends to study cricket records for a defence against the well known H. O. Squadron.

Bill Hagon of the Melb. Ad. Sales Department is spending his fortnight's vacation looking over his old home town.

District Manager Claude Henderson, and Branch Manager Bert Kelly of the Melbourne office are at present on an extensive sales drive through the Western Districts of Victoria.

Reg Pollard, house manager of Paramount's Capitol Theatre, Melbourne is at present spending his annual vacation in Sydney.

Henry Quincey, Brisbane Ad. Sales Manager, is at present on his annual holidays. Miss Hamer is holding the fort during his absence.

Albert Hodges, of the Brisbane Accounts Dept., is also having a fortnight's respite from work. Albert is spending his time canoeing and fishing.

Douglas Bliss is a newcomer to the Brisbane Branch.

The Check-Up by Len Jones



Baden Abotomey, Sydney Ad Sales Manager, has returned two excellent Ad. Sales Orders for "Movie Crazy" . . . They were taken from suburban showmen . . .

Baden Abotomey, the first order being 1 x 6s, 4 x 1s, 100 Daybills, 6,000 Couriers, Slides, Photos, Cut-outs, Oil Paintings and Trailer . . . the second order covering 1 x 6s, 3 x 1s, 75 Daybills, 1,000 Couriers, Slide, Photos, Stereos, 500 Animated Specs and Trailer . . . which proves conclusively that there is always good business to be picked up by those who have the initiative to go after it.

Henry Quincey, Brisbane Ad. Sales Manager, has been chasing extra business and getting it . . . items sold to exhibitors above their usual standing orders were 2 x 24 sheets, 1,500 Specs on "Movie Crazy", and 3,000 three-colour Couriers each on "Love Me Tonight" and "This Is The Night".

W. Bignell, Adelaide Ad Sales Manager, is responsible for some splendid sales of 24-sheets to his first release house . . . His recent sales were seven for each, "Night of June 13", "Devil and the Deep" and "Lady and Gent".



Paramount

Vol. 7—No. 6. February 8, 1933.

PUNCH

FOR 1933

WE HAVE THE GOODS!

Those four words sum up the whole thrilling story that Paramount has been effectively broadcasting to the trade and the public for the past six months. Our Production Department may well look upon the first three months of their 1932-33 schedule with a sense of genuine achievement.

We have the goods! Big names—Chevalier, Dietrich, March, Colbert, Hopkins, Laughton, Gibson.

Hit Pictures: "If I Had A Million", "Blonde Venus", "Trouble in Paradise", "Love Me Tonight", "Night After Night", "Evenings For Sale".

Great Directors: DeMille, Lubitsch, Von Sternberg, Mamoulian, Taurog, McLeod.

Now the studios have given us "The Sign of the Cross"—the greatest picture that Paramount has produced during its 19 years as the leading film producer in the world.

Shortly we can look forward to seeing "Madame Butterfly", "The Island of Lost Souls", "To-night Is Ours", and "Lives of a Bengal Lancer". What more can we ask for?

Properly merchandised, this schedule will carry Paramount to its highest level of production prestige. If every Branch will continue to intensify its selling efforts and make intelligent and profitable use of its showmanship power, 1933 will go down in the Paramount records as "Paramount's Paramount Year." It's up to you.

William Clark
Managing Director.

Published every Wednesday by Paramount Film Service Ltd., Head Office, Sydney, Australia, in the interests of the Paramount organisation in Australia, New Zealand and the Far East.

Reg Kelly—Editor.



The Lowdown by Rambler

"Trouble in Paradise" is *STILL* proving the biggest attraction in months at both the Sydney Prince Edward and our own Capitol in Melbourne... You can look for something right "out-of-the-box" in the elaborate "Sign of the Cross" press sheet which is at present in the process of publication... Hermann Flynn is making a great job of this one, which will be undoubtedly the biggest and best press sheet ever produced in this country... And you can watch also for advance proofs of the big ad campaign for this picture... "A Bedtime Story" is the title of Chevalier's next, which was formerly titled "The Way to Love"... Is it a snappy title... or is it a snappy title?... Carole Lombard is the leading lady... "Blonde Venus", starring the alluring Fraulein Dietrich will be the next picture for the Melbourne Capitol following "Trouble in Paradise"... Also set for that house is "If I Had a Million" to follow the Dietrich season... It was previously announced in "Punch" that those two pictures would make a double bill, but this was an error for which the editor, the printer, the sub-editor, and the editorial staff of "Punch" accept full responsibility, and all most humbly apologise to you... our dear readers... The Head Office staff were treated to a screening of "The Sign of the Cross" on Tuesday night at the Little Paramount Theatre... The entire staff was 100 per cent. in their enthusiasm in acclaiming it the greatest picture in years... Just to remind you... that Paramount is *STILL* the greatest name in show business.

GLADIATORIAL COMBAT!



The fight of the gladiators—one of the many thrilling arena scenes from "The Sign of the Cross."

SNAPPY TITLE FOR CHEVALIER'S NEXT.

"A Bedtime Story" will be Maurice Chevalier's next Paramount starring vehicle.

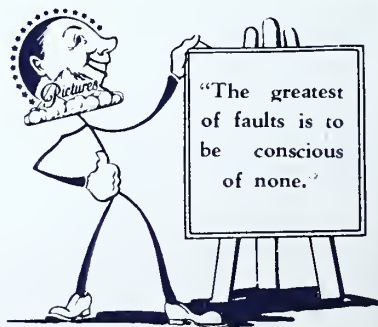
A human interest story of a playboy and a waif whom he takes to raise, "A Bedtime Story" will return Chevalier to the type of heart-tugging picture which served to introduce the international star to the screen when he made "Innocents of Paris". Norman Taurog will direct, and Carole Lombard will play the feminine lead.



GREAT N.Z. TIE-UP.

Great interest has been displayed in New Zealand in the Screen Tests which are being promoted by Paramount Pictures in conjunction with Messrs. Cadbury, Fry, Hudson Limited, for the introductory campaign for "Movie Crazy", and "Film Star" Chocolates, which Cadburys have successfully launched on the New Zealand market as the result of the widespread publicity of the Screen Test Competition.

THINK IT OVER.



THERE'S PLENTY OF PUNCH IN THE BLUE RIBBON BUNCH.



STOP PRESS :

H.O. STAFF WITNESS "THE SIGN OF THE CROSS".

UNDoubtedly the most enthusiastic audience to congregate in the Little Paramount Theatre was experienced in Head Office last night, when Mr. Clark presented the company's spectacle, "The Sign of the Cross" to the Head Office staff. With practically every member of the staff present, it was truly a gala night, and although the little theatre was somewhat cramped, every one of those present, unanimously declared the production Paramount's best.

"TROUBLE IN PARADISE"

PROVES BIGGEST SURPRISE PICTURE IN YEARS.

THE Ernst Lubitsch production, "Trouble in Paradise" is still packing in the cash customers four times daily at the Sydney Prince Edward, proving that it is one of the biggest surprise pictures in years.

This remarkable picture is the topic of conversation everywhere in Sydney. Mr. and Mrs. Public are not only talking about it, but they are flocking along to the Prince Edward in huge numbers, standing for hours in queues to obtain good seats, and liking it. This sparkling cinematic cocktail has literally taken Sydney by storm. It is doing business which has astounded even the most optimistic of box-office judges.

"Trouble in Paradise" is now in its third triumphant week. Good seats for weeks ahead are at a premium . . . definite proof that the picture is set for a good lengthy season.

ATTRACTIVE NEWSPAPER ADS.

FOR "THE SIGN OF THE CROSS".

PREPARATIONS are well under way for the special advertising campaigns for "The Sign of the Cross". The advertisements are now being prepared by Hermann E. Flynn, Paramount's Advertising Manager, under the direction of John E. Kennebeck, and will offer the widest range ever made for one picture.

Not only will there be many of national appeal, but the advertisements for the use of theatres and road show units will range from teasers and single column size to six full columns. These have a distinct appeal and their attractive designs and selling copy are in fine keeping with the picture. Each of the theatre advertisements have a different angle of the picture as the selling point, and as a whole, comprise the most complete advertising campaign offered by an exchange for the theatre.

IT'S IN THE AIR . . . "PARAMOUNT FOR 1933"

Our Back Page of Front Page News

FOR YOUR
Information
by
Reg Felton



George Raft.

Now get set for some brand new information ... the New Year production activities are to hand, and contain some rather interesting castings and title changes ... The New Year was ushered in with "The Story of Temple Drake", "A Bedtime Story", "Pick-Up" and "Under the Tonto Rim" ... Miriam Hopkins and George Raft are announced for "The Story of Temple Drake", this title is tentative, so that a change is likely ... "A Bedtime Story", is Chevalier's next ... and you will read more on this one elsewhere in this issue ... "Pick-Up" will feature Sylvia Sydney and Gary Cooper on B. P. Schulberg's programme, while Kent Taylor has the lead in Zane Grey's "Under the Tonto Rim", which you may remember was produced by Paramount in the silent days ... Continuing in work are "The Accused Woman" with Nancy Carroll and Cary Grant ... you have already had the pleasure of seeing this delightful combination in "Hot Saturday" ... "Good Company" and "Strictly Personal" are two more new pictures to have entered production.

Personalities

MISS BELL of N.S.W. accounts is at present on vacation with friends at Manly.

C. Donaghey of N.S.W. Accounts is spending his annual vacation mending punctures en route to Bunnerong Valley.

Bill Hagon of Melbourne Branch is at present on his annual leave in Sydney. Bill is spending most of his time renewing old friendships.

Harry Massina of the Melbourne Despatch Department is spending his annual vacation touring Victoria on a push-bike.

Freda Mardell, of the Melbourne Branch has been transferred to the Capitol Theatre for a fortnight to relieve Joan Casey, who is spending a holiday in Sydney.

Miss N. Tate will carry on the good work in the Adelaide Accounts Department during the absence of Mr. Goodhead, who is in Sydney to be married.

Beth McGregor of the Wellington office has the honour of being the first girl to ascend the Pinnacles of the Tararua Range. Not without mishap, however. Beth sustained severe bruises as the result of falling some three-hundred feet from a saddle of the range, but undaunted, she pluckily regained the last ground and completed the trip in good time.

The
Check-Up
by *Len Jones*

THE best Ad. Sales order received this week was taken by Charlie Hale, of Sydney Branch, and covered the undermentioned material for "Love Me Tonight", which was sold to an exhibitor at Lithgow:—1 x 24s, 1 x 6s, 2 x 3s, 2 x 1s, 50 Daybills, 1,000 three-colour Couriers, Slides, Photos, Stereos and Trailer.

Excellent reports in regard to our new one-colour Courier are still being received from Ad. Sales Managers ... George Hayes, of Launceston, advises that he is able to place 4,000 for all pictures on which they are prepared.

The animated specs, novelty available on "Movie Crazy" is still finding ready sale to showmen ... A splendid sale of 4,000 was made by Otto Doepel, Advertising Manager in Wellington, while Andre Olsen, Manager of Batavia branch, was successful in making a sale of 2,000 to his first release house.

It is certainly pleasing to note the orders of 6 x 24 sheets each on "Lady and Gent", "The Vanishing Frontier" and "The Broken Lullaby", which have just been received from Ron Lawn, Ad. Sales Manager of Perth branch ... These 24-sheet orders are the first in a long time from Perth branch ... Here's hoping that they will be a regular feature in Ron's future orders for all releases.



Paramount

Vol. 7—No. 7. February 15, 1933.

PUNCH

FOR 1933

Pledged on meeting the current programme of "full steam ahead" for the best pictures that studio facilities and new discoveries can offer, Paramount is again geared to excel its past high standard in the delivery of select Product for 1933.

Despite troublous times and the necessity for reorganisation of studio activities, Paramount is well ahead of fulfilling its 1933 pledge with a schedule of twenty-four pictures already completed, sixteen in production and at least twenty-two in preparation.

The Product already completed, in such examples as LOVE ME TONIGHT and TROUBLE IN PARADISE will forcefully prove Paramount's undeniable leadership. One fine picture has followed another, each injected with every possible angle of box office attraction.

In addition, Paramount points with pride to the prize of all roadshows, THE SIGN OF THE CROSS, which will have its grand premiere at Easter time.

William Clark
Managing Director.

Published every Wednesday by Paramount Film Service Ltd., Head Office, Sydney, Australia, in the interests of the Paramount organisation in Australia, New Zealand and the Far East.

Reg Kelly—Editor.



The Lowdown by Rambler

THE Josef von Sternberg-Marlene Dietrich production, "Blonde Venus" opened to great business at our own Capitol Theatre, Melbourne on Saturday according to a wire received from General Manager, Jim Thornley . . . Interstate Branch Managers recently spent a few days in Head Office where they witnessed some of the hit pictures lined up for early release . . . The boys have returned to their respective Branches more than ever convinced that the good old Paramount mountain has indeed become a blazing volcano of hits . . . Check up on the latest line up of Paramount's 1933 productions already completed or in production which is published in this issue of "Punch" and you too will be convinced that Paramount has the goods . . . George Nacard is in Perth getting some splendid publicity with the "Big Broadcast" recordings over the B. class radio stations. . . George has also shown a keen publicity sense by forwarding every exhibitor a personal letter on Paramount's break in the 1932 Academy Awards. Paramount is STILL the greatest name in show business.

THINK IT OVER.



"A WOMAN'S REACTION TO 'THE SIGN OF THE CROSS'"

LAST week Mr. Clark screened "The Sign of the Cross" for the staff in Head Office, and, as we have previously reported in "Punch", the general reaction to this picture was 100 per cent.

Up to that time, however, the picture had only been witnessed by men. This was the first time that an opportunity was given to obtain the woman's view point. Published herewith are just a few of the genuine criticisms from some of the girls in Head Office who saw the picture:—

"It's superb... Another masterpiece credited to the name of Paramount."

N. A. EMPSON.

"It is even more marvellous than 'The Ten Commandments', and is another triumph for Paramount."

EDIE RALFS.

"Without a doubt the greatest picture that has ever been made"...

CLEO ANDREWS.

"It is the greatest illustration of Christian faith ever depicted."

JOY HERBERT.

"It is gratifying to know that such an outstanding production belongs to Paramount"...

PAULINE ADLER.

BEST ACTRESS' PERFORMANCE OF 1932.



The dazzling Helen Hayes, winner of the Academy award, as she appears in "A Farewell to Arms" opposite Gary Cooper.

THERE'S PLENTY OF PUNCH IN THE BLUE RIBBON BUNCH.

OUR PRODUCT.

LATEST DETAILED LIST.

EVIDENCE OF
PARAMOUNT'S
UNDENIABLE LEADERSHIP.

THE line-up of Paramount's 1933 Product already completed is as follows:—

"LOVE ME TO-NIGHT", co-starring Maurice Chevalier and Jeanette MacDonald; "TROUBLE IN PARADISE", featuring Herbert Marshall, Miriam Hopkins, Kay Francis and Charlie Ruggles; "THE BIG BROADCAST", featuring Stuart Erwin, Leila Hyams and £10,000 of talent; "BLONDE VENUS", starring Marlene Dietrich with Herbert Marshall; "IF I HAD A MILLION", with Gary Cooper, Wynne Gibson, W. C. Fields, Alison Skipworth, May Robson, Charlie Ruggles and Frances Dee; "HE LEARNED ABOUT WOMEN", with Stuart Erwin, Susan Fleming and Alison Skipworth; "EVENINGS FOR SALE", featuring Herbert Marshall and Sari Maritza; "HOT SATURDAY", with Cary Grant, Nancy Carroll and Randolph Scott; "NIGHT AFTER NIGHT", featuring George Raft, Constance Cummings and Alison Skipworth; "WILD HORSE MESA", with Randolph Scott and Sally Blane, a Zane Grey story; "UNDER COVER MAN", with George Raft, Nancy Carroll and Roscoe Karns; "MADAME BUTTERFLY", starring Sylvia Sidney with Cary Grant and Charlie Ruggles; "SHE DONE HIM WRONG", with Noah Beery, Mae West and Owen Moore; "NO MAN OF HER OWN", with Clark Gable and Carole Lombard; "THE DEVIL IS DRIVING", featuring Edmund Lowe, Wynne Gibson and Dickie Moore; "THE SIGN OF THE CROSS", A Cecil B. DeMille production, starring Fredric March, Elissa Landi, Claudette Colbert and Charles Laughton; "THE BILLION DOLLAR SCANDAL", starring Robert Armstrong with Constance Cummings; "HELLO EVERYBODY!", featuring Kate Smith, Randolph Scott and Sally Blane; "ISLAND OF LOST SOULS", with Richard Arlen, Charles Laughton and Leila Hyams; "KING OF THE JUNGLE", with Frances Dee, Buster Crabbe and Ronnie Crosby; "TO-NIGHT IS OURS", with Fredric March, Claudette Colbert, Paul Cavanaugh and Alison Skipworth; "LUXURY LINER", featuring George Brent, Zita Johann and Alice White.



Herbert Marshall

Sydney's New Idol . . . His performance in "Trouble in Paradise" has placed him among the top rank of box-office favorites. Watch for him in "Blonde Venus" and "Evenings For Sale."

IN PRODUCTION.

The following pictures are now in production:—

"A BED-TIME STORY", starring Maurice Chevalier with Carole Lombard; "LIVES OF A BENGAL LANCER", with Fredric March, Richard Arlen, Clive Brook and Gary Cooper; "CRIME OF THE CENTURY", featuring Wynne Gibson, Stuart Erwin, Frances Dee; "CRACKED ICE", starring the Four Marx Brothers; "FROM HELL TO HEAVEN", with Carole Lombard and Jack Oakie; "A LADIES' PROFESSION", Alison Skipworth, and Roland Young; "INTERNATIONAL HOUSE", Peggy Hopkins Joyce, Rudy Vallee; "MURDERS IN THE ZOO", Charlie Ruggles, Randolph Scott, Gail Patrick; "THE MYSTERIOUS RIDER", a Zane Grey story with Kent Taylor and Irving Pichel; "PICK UP", with Sylvia Sidney and Gary Cooper; "STRICTLY PERSONAL", featuring Marjorie Rambeau, Dorothy Jordan and Eddie Quillan; "THE STORY OF TEMPLE DRAKE", featuring Miriam Hopkins, George Raft, Sir Guy Standing; "STRANGE BEDFELLOWS", with Wynne Gibson and Ricardo Cortez; "THE WOMAN ACCUSED", featuring Cary Grant, Nancy Carroll; "THE SONG OF SONGS", starring Marlene Dietrich;

"BLONDE VENUS".

SUCCESS IN MELB.

PRECEDED by an impressive advertising and publicity campaign launched by Frank V. Kennebeck, under the supervision of Mr. Jim Thornley, General Manager of the Melbourne Capitol, Paramount's "Blonde Venus" celebrated its Australian premiere at the Melb. Capitol Theatre on Saturday last.

Frank Kennebeck's campaign was fully rewarded with tremendous business, and the picture was received as Marlene Dietrich's best.

Apart from Miss Dietrich, Herbert Marshall and Dickie Moore present delightful performances, and with such a favorable opening, a most successful season seems assured.

"THE EAGLE AND THE HAWK", featuring Gary Cooper, Fredric March and Jack Oakie; "UNDER THE TONTO RIM", a Zane Grey story featuring Kent Taylor; "THE LEGAL CRIME", all-star cast, directed by Charles R. Rogers.

IN PREPARATION.

Pictures in preparation at the studios are as follows:—

"ALL MY LOVE", to feature Sylvia Sidney and Cary Grant; "BODY-GUARD", to star George Raft and Carole Lombard; "COLLEGE HUMOUR", starring Richard Arlen; "ELEVENTH AVENUE", with Frances Dee and Gene Raymond heading cast; "THE GREAT MAGOO", from the story by Ben Hecht and Jean Fowler; "THE GLASS KEY"; "HATTER'S CASTLE", with Sylvia Sidney, Fredric March, Frances Dee and Charles Laughton; "IN FOR A PENNY", starring Robert Montgomery; "THE LUSITANIA SECRET", to be directed by William K. Howard; "SUPERNATURAL"; "THE SHINING SHARK", story by Vicki Baum; "THE TRUMPET BLOWS", featuring George Raft and Miriam Hopkins; "CURSE OF SUNKEN GOLD", from the story by Charles Furthman; "CHRYSLIS", by Rose Albert Porter.

IT'S IN THE AIR... "PARAMOUNT FOR 1933".

Our Back Page of Front Page News

FOR YOUR
Information
by
Reg Feltore



Wynne Gibson. In addition to the new productions announced in last week's issue of "Punch", still two more pictures have yet to be reported. . . The first is "From Hell to Heaven" with Carole Lombard and Jack Oakie, the second "Murders At the Zoo" with Charlie Ruggles and Lionel Atwill. . . As a reward for her consistently good performances, Wynne Gibson has been given a new contract. . . Miss Gibson's latest appearance before the cameras was in "Billion Dollar Scandal", which incidentally is due here shortly, then, previous to this, she has to her credit "Night After Night", "Lady and Gent", "Strange Case of Clara Deane" and "The Devil is Driving". . . "Crime of the Century" will mark the commencement of the new contract in which she will be seen opposite Stuart Erwin, with Richard Bennett and David Landau. . . Here's something that is indeed pleasing to report. . . Advance ticket sales for "A Farewell to Arms" at the New York, Criterion Theatre, where it opened last week are greater than those for "The Covered Wagon", which proved to be one of the most successful in screen history. . . Maurice Chevalier has just concluded his vacation in New York and has returned to the studios to commence

Personalities

JIM FLANNERY of H.O. Ad. Sales Dept., accompanied by Jack Taylor, is vacationing at Katoomba.

It is pleasing to note that J. Catward of H. O. Despatch Dept., is back at his desk after his recent illness.

Lou Poliness, Accountant of Melbourne Branch, is at present holidaying at the Gippsland Lakes, where he intends to play havoc with the wild ducks.

Alma Becker is at present on a short respite from work. Wagga seems to be the main attraction this holiday for Alma.

Frank Deane of Head Office, leaves on his annual vacation on Friday. Accompanied by his wife and David, the family will spend two weeks on the sands of Whale Beach.

his newest production "A Bedtime Story" . . . Irving Pichel, long remembered for his performance as the District Attorney in "An American Tragedy" has been assigned a similar role in "The Woman Accused" . . . Just . . . for your information.

"SIGN OF THE CROSS" FIRST RELEASE.

The Far East will have the honor of the first release of "The Sign of the Cross" in the Blue Ribbon Bunch territory. Andre Olsen has booked the picture to open on March 31 in Batavia with full road show presentation.

The
Check-Up
by *Len Jones*

SAMPLES of the three-colour Courier on "The Sign of the Cross" have now been forwarded to the Sales force. Everyone will agree that it is unquestionably our best courier to date, and with such a colossal production to back it up, I am certain the sales, not only on couriers, but every Ad. Sales item, will treble those on any production released in recent years. . . This courier completes the most comprehensive line-up of outstanding and seat-selling Ad. Sales ever made available to showmen. . . No Ad. Sales order will be complete without a reasonable quantity of these three-colour couriers.

Max Lovett, Assistant to Baden Abotomey in Sydney branch, has been holding the fort during Baden's absence on film sales work. . . Max has spent many evenings with suburban exhibitors to the advantage of his department. . . Among the extra business obtained was an order for 100 small medallions.

District Manager Claude Henderson, brought to Sydney an order for six Gilded Lobby Stands, which were sold during his sales drive through the Western district of Victoria. . . This is certainly a splendid sale, as, apart from the actual profit on the frames, every lobby stand sold becomes a salesman for lobby photos.

Paramount

Vol. 7.—No. 8. February 22, 1933.

PUNCH

FOR 1933

"THE SIGN OF THE CROSS" ROAD SHOWS.

ALL District and Branch Managers have been advised that "The Sign of the Cross" will be Paramount's first Road-Show Picture this year. By Road-Shows, I mean that the picture will be handled individually on separate contracts and Ad. Sales order forms, a supply of which have gone forward this week to all Branches. I also mean that the picture will be exploited to the public by advance men in the same gigantic way as that previous Road-Show success, "The Ten Commandments".

For the building up of these Road-Shows, New York have given us a great start by sending us two tons of the studio properties actually used in the picture. The first Road-Show unit has been completed, and has been shipped to the Far East territory to take care of the premiere of that picture in Batavia on March 31. The second Road-Show unit will be dispatched shortly to New Zealand, whilst other Road-Show units are already completed for Sydney and Melbourne.

Detailed description of the Road-Show units will be found on another page.

"The Sign of the Cross" is our baby this year. Let's Go!

William Clark

Managing Director.

Published every Wednesday by Paramount Film Service Ltd., Head Office, Sydney, Australia, in the interests of the Paramount organisation in Australia, New Zealand and the Far East.

Reg Kelly—Editor.



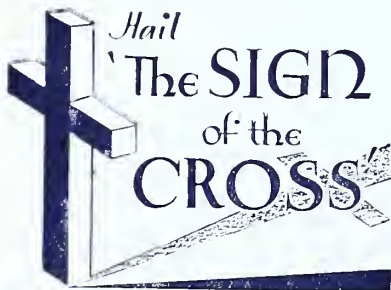
The Lowdown by Rambler

EVERYTHING is set for the launching of "The Sign of the Cross" as the biggest Road Show picture since those hey-hey days of "The Ten Commandments" . . . Four units, built up from over two tons of studio properties, have already been completed for Sydney, Melbourne, New Zealand and the Far East . . . Bob White has everything under way for the pulling of one of the biggest showmanship stunts in a long while when the chariot used by Fredric March in the picture, will be driven from Sydney to Melbourne for the premiere of the picture . . .

The majestic s.s. "Lurline" brought us a boatful of thrills and laughs in the prints of "The Island of Lost Souls" and "She Done Him Wrong", starring the sensational Mae West . . .

Andre Olsen of Batavia is the first one in with an Ad Sales order on "The Sign of the Cross" . . . and what a pip . . . 24 thousand couriers . . . twice the number ever previously ordered by a Far Eastern exchange . . .

Just to remind you . . . Paramount is STILL the greatest name of the show business.



"THE SIGN OF THE CROSS".

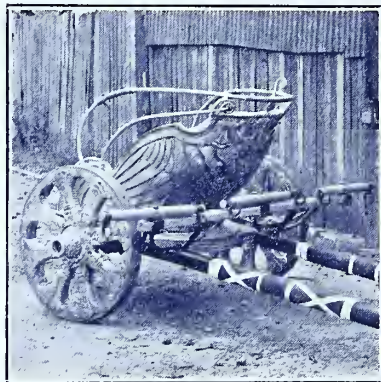
FOUR ROAD SHOWS READY.



"The Sign of the Cross" Road Show Unit No. 4, shipped to Batavia.

FIRST of Paramount's road show No. 4 on THE SIGN OF THE CROSS was shipped yesterday to Batavia, Java, where Branch Manager Andre Olsen will use it effectively for the premiere of that picture on March 31. Road Show units are already completed for Sydney, Melbourne and New Zealand for commencement of THE SIGN OF THE CROSS at Easter time.

Each Road Show unit carries two cases of old Roman properties as used in the making of the picture. They comprise several musical lyres, a Roman trumpet, curved scimitar, gladiator's shield and trident, Roman



The Chariot used by Fredric March at present in Sydney.

soldier's uniform, one set of colored pennants, a 40ft. gold on black marquee banner, and a huge velveteen hanging banner. Though the actual original chariot used by Fredric March in the picture is now in Australia for use in Sydney and Melbourne, a close duplicate has been included in the

Road Shows for the Far East and N.Z.

Two tons of Studio properties actually used in the picture are now in Australia to be assorted among the various Road Shows. They are sure to create a public sensation wherever displayed.

The premieres of THE SIGN OF THE CROSS in Melbourne and Sydney at Easter time will be presaged by a big piece of showmanship in the driving of the original chariot with three sleek black horses overland from Sydney to Melbourne from March 12 to April 8.

"1933 WILL BE CRUCIAL YEAR", SAYS MR. ZUKOR

MR. ADOLPH ZUKOR has issued the following statement via "Paramount Sales News", the Department of Distribution house organ:—

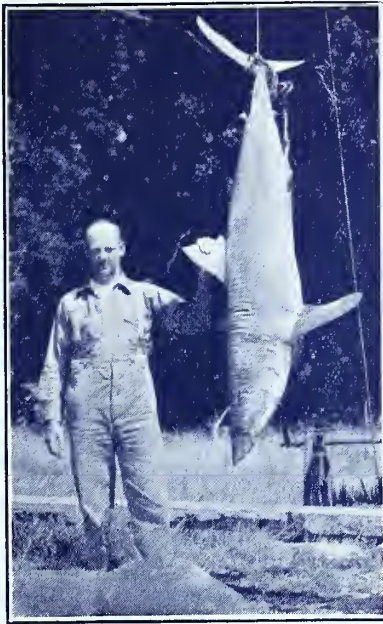
"Nothing to-day would give me greater pleasure than to be able to tell you that the battle is over, that the clouds have lifted and clear sailing lies ahead. Unfortunately, in all honesty, I can't do it. We are not children but men and should face the facts squarely.

"The year that lies ahead of us will probably be the most crucial one in our history. Far from being over, the battle is just beginning. After it is all over, you will, in a large measure, have decided whether or not Paramount is still paramount.

"I realise perfectly what you have gone through during the past few years. I know that you have put every ounce of energy into your job and that you have often worked like supermen. You have given everything that was in you with a loyalty and devotion which has been one of the most inspiring experiences I have had since I have been in business. Yet, in spite of that, I must come before you now and ask everyone of you to contribute, during the critical period ahead of us, that added bit of effort and that little harder push at the wheel which are now so vitally important to the welfare of the company . . .

"I count upon the loyalty and enterprise of everyone of you men. You have never failed me before. I am certain that you will not do so now."

BELIEVE IT OR NOT.



Here is Stan Craig, General Manager of New Zealand and a Mako shark he is alleged to have landed during a recent holiday in the Bay of Plenty. Stan Craig is the guy with the braces. "Punch" adds another scoop to its long record in the publication of this photo, which is the first ever published of a film man and a shark photographed together.

HERB. MARSHALL IS BOX-OFFICE.

HERBERT MARSHALL, the talented English star of "Trouble in Paradise", is the most recent of screen players to achieve real prominence.

It is evident that the tremendous following Marshall has gained by his recent performances, has been fully realised by the Management of the Prince Edward Theatre, Sydney, so much so, that they have released his newest Paramount picture, "Evenings for Sale", following on the most successful season of "Trouble in Paradise".

20 NEW FILMS ON PARAMOUNT SOUND STAGES

WITH twenty productions now before the cameras or ready for immediate starting dates, Paramount is launching one of the most aggressive schedules in its history, according to a statement issued at the Hollywood studios.

This announcement is contained in a message from Emanuel Cohen, vice-president in charge of production, who is now in New York for sales and theatre conferences, to Mr. William J. Clark, Managing Director of Paramount in Australia.

Thirteen pictures will go into production this month. Twelve more are to get under way in March and April to launch the 1933-34 season.

Before the cameras to-day are "King of the Jungle", "The Woman Accused", "A Lady's Profession", "From Hell to Heaven", "Murders in the Zoo", "The Crime of the Century" and "Strictly Personal".

Starting within the next fortnight are "A Bedtime Story", "Song of Songs", "Cracked Ice", "The Story of Temple Drake", "Under the Tonto Rim", "College Humor", "International House", "The Trumpet Blows", "The Eagle and the Hawk", "Dead Reckoning", "Pick Up", and "Police Surgeon", and two Charles R. Rogers productions.

IT'S IN THE AIR... "PARAMOUNT FOR 1933"

Our Back Page of Front Page News

FOR YOUR *Information* by Reg Felton

THE casting of Sylvia Sidney and George Raft as a team in "Pick-Up", marks the first co-assignment for the two young players, both of whom have won screen prominence in less than two years... "Madame Butterfly" will be the first of Miss Sidney's new productions to arrive here, and it is confidently believed that her performance in this picture will be her best to date... Kate Smith will make another attempt to get that moon over the mountain in "Hullo Everybody"... Her famous song hit, by the way, has reached the million mark in sales... "When the Moon Comes Over the Mountain" in case you didn't know... "Dead Reckoning", Robert Presnell's original screen story of romance, drama and murder aboard a palatial private yacht, has been purchased by Paramount for filming with an all-star cast... Wynne Gibson, Richard Arlen, and Cary Grant are those so far selected... "The Curse of Sunken Gold" is another story recently purchased. It is a story of deep sea divers seeking fabulous wealth from sunken treasure ships... Bing Crosby will make a second appearance before the cameras in "College Humor"... Dick Arlen will have the lead, and in addition to Crosby, the popular comedy team, Burns and Allen, will also be prominently cast... Just... for your information...

Personalities

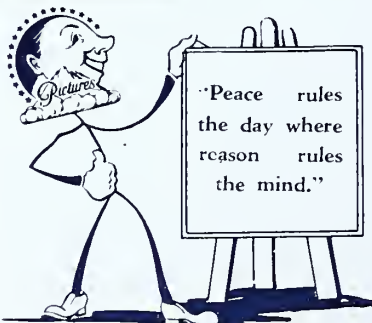
BERT MATTS of the H.O. Despatch Dept., left on an all sports tour last Saturday to Gunnamatta Bay. He will specialise in sharks, mainly to show us that Mr. S. Craig of New Zealand is not the Paramount champion.

Tom Bowden of the H.O. Accounts will make his domicile at Tuggerah Lakes for two weeks. Swimming will occupy Tom's time on his vacation.

Cleo Andrews of the N.S.W. Accounts Dept., is vacationing at Katoomba. Nell Bremner of the same dept., hopes to spend this week-end with Cleo. Paramount is certainly well represented at Katoomba these days. Miss Frankie Fuller of the H.O. Despatch Dept., is also holidaying at the Mountains.

Verna Browne, of the Wellington office, is on holidays, cruising around the Hauraki Gulf and looking up Auckland friends.

THINK IT OVER.



The Check-Up by Len Jones

NOT to be outdone by District Manager Claude Henderson's order of six lobby stands, Bill Bignell, Adelaide Ad. Sales Manager, has obtained orders from Henley Beach and Gawler for three lobby stands... This makes a total of nine lobby stands sold within a week.

Baden Abotomey returned last week from the country with a batch of excellent Ad. Sales orders... One of those orders worthy of special mention was obtained from a country theatre covering Ad. Sales for "Trouble in Paradise", the quantities of which are as follows: 1 x 24s, 2 x 3s, 10 x 1s, 35 Daybills, one set each of 11 x 14, 8 x 10 and 22 x 28 photos, slides, stereos and trailer...

George Hayes of Launceston branch, has been checking over his courier possibilities, and has been successful in obtaining orders for 6,000 of the one-colour couriers for all pictures on which they are prepared...

Cable requisition was this week received from Andre Olsen, Manager of Batavia Branch, requesting 24,000 couriers and 200 daybills over his regular quota on "The Sign of the Cross". This quantity of couriers more than doubles the previous best order received from the Far East, and certainly gives us some indication of the excellent orders that are in store for us for this outstanding production.

The Paramount Pictures logo, featuring the word "Paramount" in a stylized, cursive script.

Vol. 7.—No. 9.

March 1, 1933.

PUNCH

FOR 1933

FIRST RELEASE SOLD.

I AM happy to announce that negotiations have been completed for the first release of Paramount's 1933 features at the Empire Theatre, Sydney. The first picture to be released under the new contract will be the very much publicised "The Big Broadcast", on Saturday next, March 4.

RKO Radio Pictures, will release on the same bill, the Constance Bennett picture, "Rockabye", making a sensational double feature bill to inaugurate the new policy of that popular Sydney house.

The Sydney Prince Edward Theatre will still continue to release Paramount's extended season attractions as in the past.

Contracts are ready for signature for first release houses for Paramount's product in other States. Announcement of these agreements will be made any day.

Now that the first release has been taken care of, it is up to you boys in the field to play your part, to see that Paramount Pictures grace the screens of every possibility. "Paramount for 1933" has been in the air for months now. Exhibitors have sensed it and you should not find it very difficult to bring into line, all country and suburban shows.

Let's Go!

William J. Clark

Managing Director.

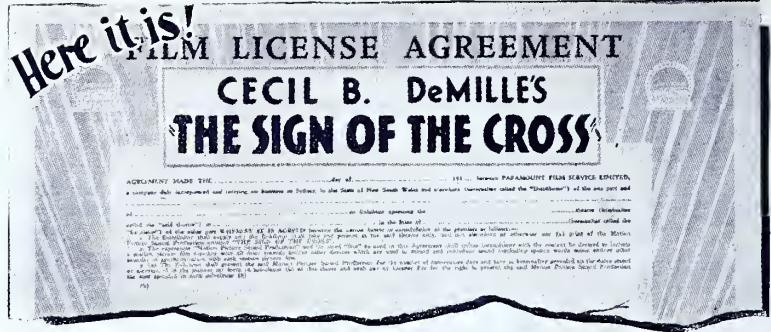
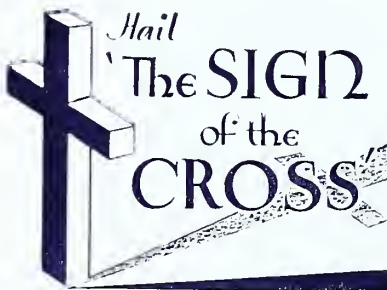
Published every Wednesday by Paramount Film Service Ltd., Head Office, Sydney, Australia, in the interests of the Paramount organisation in Australia, New Zealand and the Far East.

Reg Kelly—Editor.



The Lowdown by Rambler

THE big news of the week is the announcement that Paramount's 1933 feature releases will be screened at the Empire Theatre, Sydney... First picture under the new contract is "The Big Broadcast" opening on Saturday next... Everything is all set for the big exploitation stunt of the chariot expedition to Melbourne... Bob White sets off next week with his special car and his "three prancing black steeds"... "Evenings For Sale" is holding up nicely at the Sydney Prince Edward Theatre, where it commenced an extended season last Wednesday... Jim Thornley is in town looking over some pictures for future release at the Capitol... Plans are well under-way for the advance exploitation for "The Sign of the Cross" for its two premiere releases at the Sydney Prince Edward and the Melbourne Capitol Theatres during the Easter holidays... The gigantic press sheets will be off the presses this week... Watch out for them, they are undoubtedly the most elaborate press sheets ever printed in this country... Just to remind you... Paramount is STILL the greatest name in show business...



Here it is...The contract of contracts...The special agreement form for "The Sign of the Cross" showings. Quantities have gone forward this week to all branches.

BIG EXPLOITATION STUNT FOR "THE SIGN OF THE CROSS".

CHARIOT EXPEDITION TO MELBOURNE.

ON Thursday, March 9th, one of the biggest exploitation stunts in the history of the industry in Australia will be under way. This will embrace an overland journey, from Sydney to Melbourne, in the original Roman chariot used by Fredric March in "The Sign of the Cross".

Three sleek black horses have been purchased to provide the motive power, and the driver will be attired in one of the uniforms worn by March in the picture, thus ensuring the most striking vehicle ever to travel the highways between Sydney and the South.

In addition to the prodigious amount of publicity to be given the chariot's journey in both capital city and country newspapers—a Roman chariot trip to Melbourne is real news—there are several stunts to be pulled on the way which will create even further interest in "The Sign of the Cross".

Bob White, Exploitation Manager, who will precede the chariot as advance agent, will personally contact the mayor, newspaper editor and theatre manager in each town of consequence along the route, to arrange details of the stunts referred to. The first of these will be in the manner of a civic reception for the chariot. The Lord Mayor of Sydney is despatching a message to the Lord Mayor of Melbourne, per medium of the chariot, and

this will be signed by the mayor of each town along the way.

A special trailer for "The Sign of the Cross" will accompany the chariot, and will be screened at the theatre in each town in which the chariot spends the night. The chariot will also be placed on display in the theatre lobby.

Specially prepared news stories, announcing the arrival and departure of the chariot in each town, will be submitted to the respective editors for publication in the local newspapers. And several thousand snipes will be plastered on telephone poles and fences all along the route.

In order to include several of the larger towns in Victoria, the route of the chariot will be diverted at Seymour, to pass

(Continued on Page 3.)

THERE'S PLENTY OF PUNCH IN THE BLUE RIBBON BUNCH.

A REFLECTION ON DEPRESSION.

BY OTTO G. DOEPEL.

TO-DAY there is an EVOLUTION OF BUSINESS, instead of a Crisis. Anyone who goes looking for trouble can always find it. The Exhibitor, or any business man for that matter, who is frightened to death that some unheard-of thing is going to happen, and prepares for poor business, will get what is coming to him.

He has weapons at his command to meet the situation. He need not die on his feet. His remedy is to be found in aggressive tactics and advertising. Costs money? Surely! And it will cost more as the days go on. The weak cannot survive. Those who lack courage of advertising had better fold their tents now—and like the Arabs, steal quietly away.

"Oh, but my business is different. I can't advertise . . ." and the answer is: "If that's the way you feel about YOUR business, give your business up. It is only a question of **looking for trade** and you'll discover it."

(Continued from Page 2.)

through Bendigo, Castlemaine, Ballarat, Daylesford and Geelong en route to Melbourne. The principal New South Wales towns through which the chariot will pass include Goulburn, Queanbeyan, Canberra, Wagga Wagga and Albury.

The journey will occupy approximately five weeks, and will cover a distance of 843½ miles, arriving in Melbourne on April 11th.

HURNEY TOPS THE SCORE.

Congratulations are in order, boys, to Tom Hurney, of the Head Office Accounts Department. Last Wednesday Mrs. Hurney presented Tom with a baby girl, Cecily Frances. Mother and baby are doing nicely, thank you, and Daddy is doing his best to bear up under the terrific strain.

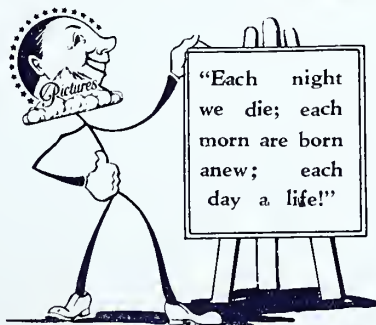
With his latest addition, Tom, like MacDougall of old, now tops the Paramount score with four little Paramounteers.

BRANCH MANAGERS, ATTENTION!

Within the next few days, all Branch Managers will receive a special folder of sales material on "The Sign of the Cross" from Mr. Kennebeck's department. Watch out for this, because it will be a great aid in the selling of this picture.

In "The Big Broadcast" are featured two numbers, "Please" and "Here Lies Love", two of the most outstanding song hits in months. Parlophone has made a fine recording of these two numbers by Des Tooley and Beryl Newell, and a copy has been forwarded to each branch. When you plug these numbers, you will be plugging the picture.

THINK IT OVER.



UNUSUAL THEMES FOR 1933 FILMS.

A STATEMENT FROM THE STORY BOARD.

STORIES that are unusual, either in theme or treatment, will predominate on the screen during 1933, according to the head of Paramount's editorial board in Hollywood.

"One of the lessons the film business learned early in 1932 was that the ordinary programme picture, where a nice hero and an appealing heroine had various things happen to them, no longer means anything with the motion picture public", he explains. "Audience tastes have been educated to such a degree that now they demand pictures which are different."

"Paramount has striven during recent months to give the public a series of pictures possessing novelty of ideas, either in the approach or treatment, or in the story itself. And the success has been so gratifying that we shall continue to produce these 'off-the-beaten-track' productions in 1933".

Hollywood has shown a disposition to shy clear of Broadway plays as picture fare in 1932, and the same purpose, will be even more evident next year, he thinks. The number of New York plays purchased last year was less than one-third of that usually bought, he points out. Paramount made only one film, "Guilty As Charged", from a stage play, and for 1933 has purchased only "Chrysalis" and "The Great Magoo".

IT'S IN THE AIR... "PARAMOUNT FOR 1933".

Our Back Page of Front Page News

FOR YOUR **Information**
by
Reg Felton



Fredric March.

A number of important casting changes are to hand that will prove of interest to you all... Fredric March has gone into the production of "Eagle and the Hawk" in place of Geo. Raft. Gary Cooper and

Jack Oakie retain their roles in this production and with the addition of Fredric March, we can certainly look for something big . . . Because of illness, Roland Young will forego his role in "Tonight Is Ours" and Paul Cavanagh will take his place in support of Fredric March and Claudette Colbert . . . another change is that of Helen Twelvetrees, who will play the part originally intended for Carole Lombard in "A Bedtime Story" . . . This is, as you should know, Chevalier's next . . . Stuart Erwin has been assigned the leading role in "Under the Tonto Rim" in place of Kent Taylor, who was unable to finish work in "A Ladies Profession" in time . . . Included in recent castings we notice, Frances Dee and Randolph Scott for "College Humor", which, in addition, includes Richard Arlen, Bing Crosby and Burns and Allen . . . Nancy Carroll has been assigned the featured feminine role in "Strange Bed-Fellows" . . . Just for your information.

[illegible]

The special "The Sign of the Cross"
Ad. Sales order forms.

Personalities

"MICK" STANLEY of H.O. Despatch, has been confined to his bed with the "flu" for the past few days, but we are pleased to say that he is now back at his job again.

Grace Rankin of H.O. Advertising is at present spending her annual vacation at Manly.

Harold Jones of H.O. Despatch Dept., is having a short respite from business. Harold intends to be successful with the big stuff in the fishing business at Woy Woy.

Nola Empson of H.O. Film Service Dept., is spending her annual vacation at Manly Beach with her sister.

The Check-Up

by Len Jones

HEREUNDER is a complete list of Ad. Sales items that are available for "The Sign of the Cross". Every branch has already been forwarded their quota of most of this material: 24 Sheets, 2 styles, designed with an appeal to all

6 Sheets, 1 style (in 5 colors)
3 Sheets, 2 styles (in 5 colors).
1 Sheets, 2 styles (in 5 colors).
Daybills, 2 styles (in 3 colors).
Couriers—in three colors and
of outstanding design.

Souvenir—20-page, in three colors.

Snipes—Two designs in two colors.

Puzzles—A novelty consisting of five pieces of cardboard in an overprinted envelope, which, correctly pieced together, form a Cross.

Slides—A set of five colorful slides.

Oil Paintings—A set of two, hand-colored.

Lobby Photos—Sets of 11 x 14, 22 x 28, 14 x 17 and 8 x 10.

Stereos and Mats—From S/c x
1in. to 6/c. x 15in.

Pennants—String of 12 in various colors.

Press Sheet—Newspaper size.
The most elaborate ever
turned out.

De Luxe Trailer—To line them up at the Box Office.

A special Ad. Sales contract form as illustrated on this page, has been prepared, and lists every individual item.

What a line-up! A real Ad. Sales Manager's paradise!

Paramount

Vol. 7.—No. 10. March 8, 1933

PUNCH

FOR 1933

TRIUMPHANT OPENING.

LAST Saturday the Empire Theatre, Sydney, opened its new policy, as the first run house of Paramount's 1933 Product with "The Big Broadcast". After playing to more than capacity for the three day sessions, the theatre was absolutely stormed by eager patrons trying to gain admission to the evening show. The theatre, however, had been almost booked out three days prior to the opening; only a few front stalls seats were kept in reserve. The result was that actually thousands of people were turned away. It was one of the most sensational openings I have ever witnessed since I have been in Australia.

To see those eager jostling crowds offering all kinds of money for seats was amazing . . . amazing proof that the public has been literally starved of good entertainment. This opening show should definitely establish the Empire as Sydney's leading weekly change house. The management has proven to the public that it has the pictures . . . and after all, isn't that just what the theatre-goers require?

The opening show was not just a "flash in the pan". Look at this line-up of money pictures to follow "The Big Broadcast". "The Devil Is Driving", "The Miracle Man", "Hot Saturday", "The Blonde Venus", and "If I Had a Million", just to name a few.

William J. Clark

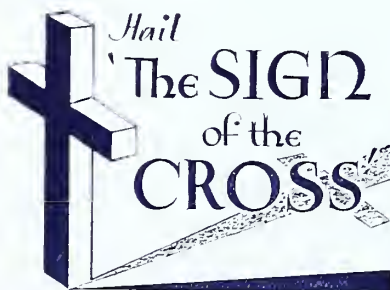
Managing Director.

Published every Wednesday by Paramount Film Service Ltd., Head Office, Sydney, Australia, in the interests of the Paramount organisation in Australia, New Zealand and the Far East.
Reg Kelly—Editor.





THE debut of Paramount's 1933 regular releases received one of the most sensational openings in years at the Sydney Empire on Saturday last with "The Big Broadcast"... Read Mr. Clark's story on the front page of this issue for details... Tomorrow "The Sign of the Cross" chariot expedition will commence its long journey to Melbourne planting publicity for the picture in every town and village on the route... Paramount again leads the industry with another sensational showmanship stunt... "No Man of Her Own" with Carole Lombard and Clark Gable, "Madame Butterfly" with Sylvia Sydney, and "The Billion Dollar Scandal" arrived in the last shipment... Just another trio of box-office honeys to be added to the unbroken line of successes turned out by the Studios this year... John E. Kennebeck takes the first Ad. Sales order for "The Sign of the Cross" from the Capitol Theatre, Melbourne... and is it a beauty?... Read the story in this issue of Paramount's new novelty departure in mystery stories... Just to remind you... Paramount is STILL the greatest name in show business...



"THE CRIME OF THE CENTURY".

NEW DEPARTURE IN MURDER MYSTERY STORY.

ONCE again Paramount rings the bell with an unusual picture, and one with a most unusual surprise element worked into it.

The production in question has been given the title of "The Crime of the Century" and derives from one of the most intriguing plays that Europe has produced during the past season. It is a detective mystery story, in which the onlooker knows just a little more than the police do about the murder, but still does not know quite enough to solve the actual mystery.

It is because of this fact that the Paramount Production Department introduced into the picture a very novel touch, which is bound to be widely copied, but which, at the same time, is being first introduced by Paramount. At the high-spot climax in the picture, the entire action stops, and an announcer steps before the audience and from the screen tells them that when they are reading a book dealing with a murder mystery, they are able to at any time, set the book down and endeavour to figure who committed the crime. When they are at a play, the intermission between the acts gives them a similar opportunity, but a motion picture rolls right



Wynne Gibson in a startling scene from "The Crime of the Century".

along without any pause. Therefore, he tells the audience that for the space of a minute they will have a chance to think and try to decide who committed the murder. The manner in which this minute passes cannot be well described here, but you will observe it when you see the picture.

A first-rate cast, headed by Jean Hersholt, Wynne Gibson, Frances Dee and Stuart Erwin, interprets "The Crime of the Century".

FIRST AD. SALES ORDER FOR "THE SIGN OF THE CROSS".

The first Ad. Sales order for "The Sign of the Cross" was taken by Mr. John E. Kennebeck, covering material for Paramount's Capitol Theatre, Melbourne. Hereunder are the quantities sold:—

25 x 24 sheets; 10,000 three-color couriers; 1,000 snipes; 1,000 souvenirs; one set of slides; 4 sets 11 x 14 photos; 2 sets of 14 x 17 photos; and 2 22x 28 photos; 2 oil paintings; one de luxe trailer; and one complete Road Show unit.

The SIGN of the CROSS CHARIOT

Leaves Sydney tomorrow for Melbourne.



TO BE FAREWELLED BY LORD MAYOR.

TO-MORROW at 9.30 a.m., "The Sign of the Cross" chariot expedition will be farewelled on the steps of the Sydney Town Hall by Ald. Hagon, the Lord Mayor, and will set out on its long trek to Melbourne. Thus will commence one of the biggest sales promotion ideas ever put over in this country.

Everything has been planned with the greatest of care . . . Nothing has been left to chance. A special campaign for the publicising of the chariot is being put over in every important town, with the result that right now the whole countryside is buzzing with excitement, and awaiting the arrival of this unique expedition.

The itinerary of the trip is as follows:—

Thursday, March 9th, leave Sydney and arrive Cambelltown; March 10th, Bowral; March 11th, Marulan; March 13th, Goulburn; March 14th, Bungendore; March 15th, Queanbeyan; March 16th, Hall, via Canberra; March 17th, Hall; March 18th, Harden; March 20th, Cootamundra; March 21st, Junee; March 22nd, Wagga Wagga; March 23rd, Holbrook; March 24th, Bowna; March 25th, Albury; March 27th, Chiltern; March 28th, Wangaratta; March 29th, Benalla; March 30th, Euroa; March 31st, Seymour; April 1st, Heathcote; April 3rd, Bendigo; April 4th, Castlemaine; April 5th, Daylesford; April 6th, Ballarat; April 7th, Meredith; April 8th, Geelong; April 10th, Werribee; April 11th, Melbourne.

STILL ANOTHER PARA. DADDY.

Its getting to be so that we will soon have to reserve a special space in "Punch" each week to record Paramount birth notices. Well this week's space and congratulations go to Tom Hanson, ace booker at the Wellington exchange who is passing out the cigars on the birth of a baby girl. Okay Tom, ole boy, ole boy, ole boy.



FROM ALBERT DEANE.

"TONIGHT IS OURS" was made from the famous Noel Coward play, "The Queen Was in the Parlor". It is unadulterated romance from the first fade-in to the last fade-out, and Claudette Colbert and Fredric March were never more ideally cast than they are in this picture. The picture, in addition to possessing this atmosphere of romance, has been imbued with a sparkle and glitter which give it a production quality so very reminiscent of the greatest of Paramount pictures. We have always been renowned for that particular quality in our pictures, and "Tonight Is Ours" is the best example of it that the writer has seen in a long while.

GEORGE NACARD'S SALES BULLETIN.

TO W.A. EXHIBITORS.

George Nacard, Paramount's Western Australian Branch Manager,

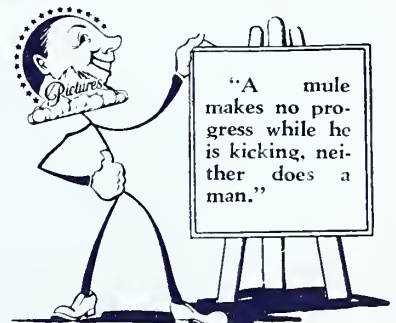


comes to the fore once again with a most impressive sales bulletin based on Paramount's coming product.

George's six page bulletin contains no less than 52 criticisms on the same number of our coming productions, and was headed as follows: "The following criticisms are not picked at random, but taken from the last two issues of "American Motion Picture Herald". The criticisms were not written by motion picture critics, but by American showmen.

A truly effective bulletin.

THINK IT OVER.



IT'S IN THE AIR... "PARAMOUNT FOR 1933".

Our Back Page of Front Page News

FOR YOUR
Information
by
Reg Felton

Setting a rest rumours that she was planning to become a free-lance star, Claudette Colbert has been awarded a new long term Paramount contract . . . Thus continuing her association with the company that gave her her first talking picture role . . . Irving Pichel, Berton Churchill and Warren Hymer, each of whom have very impressive performances to their credit in recent pictures have been added to the cast of "The Mysterious Rider" in support of Kent Taylor who has the lead . . . Charlie Ruggles and Edward Everett Horton have been teamed for second time in Chevalier's "A Bedtime Story" and if their performances are equal to that of their initial teaming in "Trouble In Paradise", then what a picture Maurice Chevalier's next is going to be . . . Talking of box-office pictures, what would you say if Fredric March and Marlene Dietrich were to appear together in a Paramount picture? . . . Well carry on . . . because Freddie March will share leading honors with Marlene in "Song of Songs", her next for Paramount . . . For your information, five of the contracted eight pictures to be made by B. P. Schulberg for Paramount are well under way . . . Just . . . for your information.



Claudette Colbert.

Personalities

MOLLIE IKEN of N.S.W. Booking Dept., is leaving town next Friday to spend her annual vacation at Bundanoon. Mollie is a keen horsewoman, and is looking forward to many enjoyable tours in the surrounding districts.

Flo Thurston of H.O. Customs Dept., leaves next Wednesday for Tasmania. Once again Flo is one of the lucky ones to represent N.S.W. in the first Four at the Interstate Ladies Rowing Regatta to be held at Hobart. We believe Mel Bremner of N.S.W. Accounts is travelling with Flo. as honorary coach.

Roger Logan, H. O. Accountant is at present vacationing at Burragarang Valley for one week.

Otto Doepel is braving the elements in a launching trip to Queen Charlotte Sounds for his annual vacation. A fortnight on the briny should produce quite a nautical roll . . .

Herb Dixon of the Brisbane Despatch Department is at present on his annual holidays surfing at Southport.

Miss Hamer of the Brisbane Ad. Sales Department is having a fortnight's respite from work, which is being spent at Allora, on the Darling Downs.

Jim Flannery of H.O. Ad. Sales Dept., although still in his early twenties has figured prominently in Sydney cricket for years now, but on Saturday last he put up one of his best

The
Check-Up
by Len Jones

SAMPLES of our latest one-colour courier prepared for "Evenings For Sale" have been forwarded to the Sales Force. 8,000 of these couriers were sold to the Prince Edward Theatre, Sydney. I am sure all will agree that this courier is up to the high standard set by our previous new one-colour couriers.

Max Lovett, assistant Ad Sales Manager in Sydney, obtained an excellent Ad. Sales order from the Empire Theatre, Sydney, covering the following material for "Love Me Tonight":—

1 x 24s, 2 x 3s, 4 x 1s, 6 Daybills, 8 x 10, 11 x 14, 14 x 17 and 22 x 28 photos, 4 oil paintings, 20,000 three-colour couriers and a trailer.

A most comprehensive order, illustrating that Max brought every available item under this exhibitor's notice to the advantage of his department.

A Nicholas, Melbourne Ad. Sales Manager, is certainly making things move in the courier line. Last week's requisitions from his branch brought orders for a total of 52,000 couriers on recent releases. Good work, Albert!

PERSONALITIES (Cont.)

performances with a score of 161 not out. Jim requires only six runs to hang up a new record for Sydney junior cricket, and with still another day left to complete his innings.

Paramount

Vol. 7.—No. 11. March 15, 1933.

PUNCH

FOR 1933

"MADAME BUTTERFLY".

"**M**ADAME BUTTERFLY", B. P. Schulberg's production of the Puccini opera, is one of the most beautiful pictures I have ever seen on the screen. Mr. Schulberg has proved with his first independent production for Paramount, that it is possible to modernise a so-called old-fashioned favourite. And he does it without destroying or even mutilating the theme of the original.

Sylvia Sidney gives a magnificent and beautiful performance as little Cho-Cho-San, the Japanese maiden who discovers to her sorrow the difference between the marriage customs of widely separated countries and races. She invests the role with a beautiful sincerity that is certain to increase her screen popularity. The production is a special triumph for Miss Sidney.

Cary Grant is splendid, and successfully preserves sympathy for himself, even when he deserts his Japanese bride. The comedy is provided by Charlie Ruggles, who is grand.

Puccini's beautiful music runs right throughout the picture as a background with Cary Grant specially featuring the "Humming Song". "Madame Butterfly" is box office. I expect big returns from this delightful screen masterpiece. Let's Go!

William F. Clark
Managing Director.

Published every Wednesday by Paramount Film Service Ltd., Head Office, Sydney, Australia, in the interests of the Paramount organisation in Australia, New Zealand and the Far East.

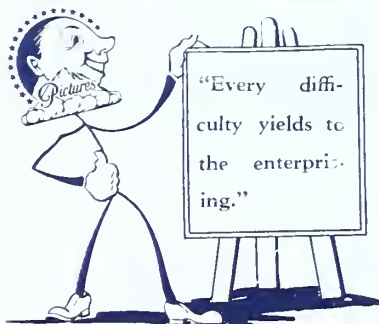
Reg Kelly—Editor.



The Lowdown by Rambler

"Madame Butterfly" is definitely a long-run attraction... Head Office staff raved at the special screening last night... Read what Mr. Clark has to say about it on the front page of this issue... Sydney Empire Theatre still setting the town upside-down as premier first release house... "The Devil is Driving" now playing to capacity business... "The Sign of the Cross" Chariot Expedition left Sydney for Melbourne last Thursday... Bob White tells of thrilling experiences in this issue... Look for special news of the expedition every week in "Punch"... Closing dates for the Harold Lloyd "Movie Crazy" Exploitation Contest will be announced shortly... "If I Had a Million" recording splendid business at our own Capitol Theatre, Melbourne... "The Sign of the Cross" set for Easter release in Hobart... "The Miracle Man" set as next feature for Sydney Empire with "Hot Saturday" as support... Just to remind you... Paramount is STILL the greatest name in show business...

THINK IT OVER.



SYDNEY EMPIRE STILL CLICKING.

CAPACITY BUSINESS.

AFTER a record breaking week inaugurating its new policy as a first run house, the Empire Theatre, Sydney, continued on its run of success this week with Paramount's "The Devil and the Deep".

On Saturday last, the S.R.O. sign was displayed at all four sessions, and many hundreds of people were turned away. To date, business has been phenomenal, and another record week is expected.

"The Devil is Driving", featuring Edmund Lowe and Wynne Gibson, is one of the fastest moving pictures we

CLOSING SOON.

Branch Managers are requested to remind exhibitors participating in the exploitation contest for the Harold Lloyd "Movie Crazy", for which cash prizes totalling £75 are being offered, to forward their entries immediately to the Department of Exploitation, Paramount Pictures, Reservoir Street, Sydney.

The closing date of this contest will be announced very shortly.

have seen for some time. It is chockful of action, and plenty of comedy is supplied by this wise-cracking pair of screen favorites.

"THE ISLAND OF LOST SOULS".



Leila Hyams in a scene from "The Island of Lost Souls". Others in the cast are Charles Lughton, Richard Arlen, and The Panther Woman.

THERE'S PLENTY OF PUNCH IN THE BLUE RIBBON BUNCH.



The chariot leaving the Sydney Town Hall last Thursday morning after being farewelled by the Lord Mayor. The new 1933 Willys 77, the pilot car, can be seen in the foreground.

ON ITS WAY!

"THE SIGN OF THE CROSS" CHARIOT LEAVES SYDNEY ON LONG TREK TO MELBOURNE.

PARAMOUNT'S BIG PUBLICITY STUNT

WITH a blare of publicity, Paramount's chariot expedition to Melbourne for the opening of "The Sign of the Cross", in the Capitol Theatre, probably one of the biggest publicity stunts pulled in this country for some time, left Sydney on Thursday morning last, on its long jaunt of over 800 miles.

This elaborate chariot, the one actually used in the production, made quite a striking figure in the Sydney traffic. The charioteer, wearing the costume worn by Fredric March in "The Sign of the Cross", took charge of his three prancing black thoroughbreds at 8 o'clock on Thursday morning, outside the Prince Edward Theatre. A drive was then made to the Town Hall, where a special message from the Lord Mayor of Sydney, to the Lord Mayor of Melbourne was picked up.

Bob White, Manager of Exploitation for Paramount, is heading the expedition in a

new model 1933 Willys 77 Sedan.

Campbelltown was made on the first day's trip, and, although it was not the regular screening night at the Macquarie Theatre, Mr. Nickless had the lobby specially lighted for the display of the chariot. Friday saw the expedition at Bowral, and Saturday at Moss Vale.

Bob White, in a special communication to Mr. John E. Kennebeck, who has supervised the organisation of the expedition, states that all along the route they are receiving wonderful co-operation from

"FROM HELL TO HEAVEN".



David Manners and Adrienne Ames in a scene from "From Hell to Heaven." Others in the cast are Carole Lombard and Jack Oakie.

the exhibitors and newspaper men.

Publicity stories and blocks planted with the newspapers over a week in advance of the arrival of the chariot, have done their work, with the result that the arrival of the chariot in the towns has been quite an event of importance.

IT'S IN THE AIR... "PARAMOUNT FOR 1933"

Our Back Page of Front Page News

FOR YOUR Information by Reg Felton

Continuing from last issue of "Punch", it was stated that five of the contracted eight pictures, B. P. Schulberg will produce for Paramount, are well under way



Sylvia Sidney.

... the pictures are, firstly, "Madame Butterfly" with Sylvia Sidney and Cary Grant, which arrived here in the last shipment. then comes "Luxury Liner" with George Brent and Alice White, "The Crime of a Century" with Stuart Erwin and Wynne Gibson, "Jennie Gerhardt" and "Pick-Up" both of which will star Sylvia Sidney. . . . In addition to "Madame Butterfly", the Clark Gable picture, "No Man of Her Own" with Carole Lombard is here, arriving by the same steamer, and with "Billion Dollar Scandal" completes a shipment of three genuine hits. . . . Glancing at recent castings, we notice that Jack Oakie and Richard Arlen will combine their efforts once again in "College Humor", this marking the third occasion that the popular players have been teamed in Paramount Pictures. . . . "Sky Bride" and "Touchdown!" were two previous productions. . . . Richie Craig, vaudeville star and comedy writer has been signed by Paramount to add to the laugh material already planned for "Cracked Ice", the Marx Bros.

Personalities

"POP" FLYNN is at present holidaying at home. We understand that inadequate time will not permit him to embellish the domicile. . . . Dick Horwood of N.S.W. Despatch is traversing the north coast during his annual holiday. . . . Paramount has certainly a band of promising juniors in the cricket sphere. . . . Jim Flannery of H. O. Ad. Sales carried on his unfinished innings of 160 to 204 not out, establishing a new record for junior cricket.

. . . Another outstanding performance over the weekend, was made by Harold Trahan of Purchasing Dept., when he made 120, playing with the Prince Edward against the Regent Theatre.



A holiday snap of Harold Jones, of Head Office Despatch Dept., with the catch of the season. A 9 1/2 lb. flat-head from Ettalong. Stan Craig please note!

The Check-Up by Len Jones

THE second Ad. Sales order for "The Sign of the Cross" has just been received, and was taken by District Manager Claude Henderson, covering the first release requirements of the Avalon Theatre, Hobart. Here are the quantities:—

Four 24-sheets, eight 3-sheets, fifty 1-sheets; 400 daybills, 3,000 three-color couriers, 2,000 snipes, 1,500 souvenirs one de luxe trailer, two strings of pennants; five slides, two sets of 8 x 10 photos, three sets of 11 x 14 photos, one set of 14 x 17 photos, three 22 x 28 photos, two oil paintings, two teaser stereos.

This is the largest single order received from Tasmania since "The Ten Commandments", and it is certainly one of which to be proud.

George Hayes, of Launceston, has been chasing extra business, and getting it. Orders taken for material over and above the usual quota are as follows:—"Blonde Venus" 1 x 24 sheet. "If I Had a Million", 1 x 24 sheet. "The Sign of the Cross", 1 x 24 sheet, 150 Daybills, 4,000 Three-colour Couriers.

District Manager Claude Henderson and W. Bignell's sales of lobby stands certainly spurred the other boys on to greater efforts in this direction. H. Nicholas, Melbourne Ad. Sales Manager, now reports the sale of three Gilded Lobby Stands, while Cleave Shepherd, Sydney salesman sold one Nu-Style Stand to a country exhibitor.

Paramount

Vol. 7.—No. 12. March 22, 1933.

PUNCH

FOR 1933

OUR GREAT POSITION.

WITH the signing of contracts for the first release of our Product in Adelaide and Perth, we are now in a better position than we have been for some time, as regards distribution in Australia.

With such an abundance of good sound box-office pictures, it was only natural that the position would right itself. First releases are now set with the Grand Theatre, Perth; the New Rex Theatre, Adelaide; the Plaza Theatre, Launceston; the Avalon Theatre, Hobart; our own Capitol Theatre, Melbourne; and the Empire and the Prince Edward Theatres, Sydney.

Quite a number of suburban and country contracts were sold even before the finalisation of the first releases . . . Now, with the announcement of Paramount first release houses in practically every State, the big rush is on to buy Paramount. Contracts in huge bundles are arriving daily in Head Office for okay . . . It is one of the biggest sales stampedes we have ever experienced.

Paramount is STILL the greatest name in show business . . . and the Product, in the greatest demand.

William J. Clark
Managing Director.

Published every Wednesday by Paramount Film Service Ltd., Head Office, Sydney, Australia, in the interests of the Paramount organisation in Australia, New Zealand and the Far East.

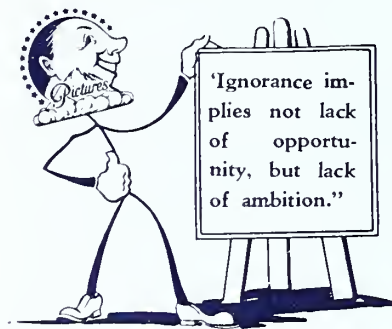
Reg Kelly—Editor.



The Lowdown by Rambler

"The chariot causing a sensation in every town", writes Bob White . . . "The Sign of the Cross" booked as Easter attraction in Sydney, Melbourne, Auckland, Wellington, Hobart, and Launceston . . . Paramount 1933 first releases sold to Rex Theatre, Adelaide, and Grand Theatre, Perth. . . "The Miracle Man" clicking out a nice tune on the cash registers at the Sydney Empire . . . Picture getting marvellous raves from press and public . . . Albert Deane writes that we can expect the best Chevalier picture to date in "A Bedtime Story" . . . and that's saying something . . . Just to keep you posted . . . Paramount is STILL the greatest name in show business.

THINK IT OVER.



Hail!
The
SIGN
OF
THE
CROSS

WITH THE CHARIOT

BOB WHITE WRITES OF GREAT RECEPTIONS.

BOB WHITE, who is traveling ahead of "The Sign of the Cross" Chariot Expedition to Melbourne, writes "Punch" that the visit of the Chariot is proving a sensation everywhere. Writing from Yass on Monday, Bob says:—

"Tuesday night in Goulburn was unquestionably a sensation. We placed the chariot on display in the Empire Theatre's marvellous lobby, and I had the charioteer in attendance in his uniform. I must hand it to Mr. Morgan Shaw for being one of the most alive country showmen I have met. His special ad. in Tuesday's paper, together with my two publicity stories, stirred up no end of interest. The Mayor of Goulburn received the message at the Town Hall, which added further interest to the entire stunt.

"We stopped over the weekend at Canberra. Saturday was certainly a great day. We arrived at Kingston Centre at about quarter to eleven, and paraded before the Saturday morning shoppers. From there we went to Acton, where we were received by the Civic Representative of Canberra, Mr. Dally, and thence to Civic Centre, where we were met by the President of the Chamber of Commerce, Mr. McKillop, who welcomed us on that organisation's behalf.

"The chariot was then put on display at the Capitol Theatre, and the trailer was screened there during the afternoon and again at night.



Here is Jim Knight, the charioteer with "The Sign of the Cross" chariot expedition being greeted on his arrival in Goulburn by Mr. Morgan Shaw, manager of the Empire Theatre in that city.

Taken in all, it was almost as sensational a day as we had in Goulburn.

"The Canberra Times" gave us a story on the front page, no less.

"To-day, the arrival in Yass was similar to that which we have had in every town along the route. Herb Phillips, the local exhibitor, has given the arrival plenty of publicity.

"Interest and enthusiasm is evident in every town, and tomorrow we journey on, with the hope that the weeks to come will be as triumphant as have the last two.

REVISED CHARIOT ITINERARY.

Owing to minor mishaps, "The Sign of the Cross" Chariot Expedition to Melbourne is now two days behind schedule. The revised itinerary for next week is as follows:

Thursday, March 23, June; Friday, Wagga; Saturday, Holbrook; Monday, Bowna; Tuesday, Albury; Wednesday, Chiltern.

THERE'S PLENTY OF PUNCH IN THE BLUE RIBBON BUNCH.

PRODUCT SOLD IN ADELAIDE.

REX THEATRE.

PARAMOUNT'S 1933 pictures have been sold for first South Australian release to the new Rex Theatre, Adelaide.

As in Sydney, RKO Pictures are associated with Paramount in the deal.

The theatre will commence the new policy on Friday, March 31, with "The Big Broadcast" and "Evenings For Sale".

Len Peuleve, recently transferred from the Melbourne Capitol to Head Office, left last night for Adelaide, to handle the opening campaign.

PERTH, TOO!

PARAMOUNT first release has also been sold to the Grand Theatre, Perth, which is already operating under the new contract. The opening show was 100 per cent. Paramount, with "Evenings for Sale" and "The Big Broadcast". George Nacard was instrumental in putting over a great opening campaign, and reports excellent business.

PUNCH WANTS NEWS.

"Punch" is your paper. Let the editor have any interesting news from your branch. Personal holiday snapshots are also wanted. Can do?

"NO MAN OF HER OWN".



Here's Clark Gable and his charming leading lady, Carole Lombard, as they will be seen in "No Man of Her Own".

"THE SIGN OF THE CROSS".

CAMPAIGNS READY.

HHEAD OFFICE, Publicity, Advertising, Exploitation, and Art Departments have been working under high pressure for weeks now, preparing the campaigns for "The Sign of the Cross" seasons at the Capitol, Melbourne, and the Prince Edward, Sydney, where the picture will open shortly.

Within the next few weeks, you may look forward to the launching of a campaign that will make history in Australian showmanship.

MANY RELEASE DATES SET.

FOR "THE SIGN OF THE
CROSS".

"THE SIGN OF THE CROSS" has been definitely set as the Easter attraction in Sydney, Melbourne, Hobart, Launceston, Auckland, and Wellington.

Stan Craig, General Manager for New Zealand, cables that contracts have been signed for the release of this mammoth road-show attraction as a long-run at both the Regent Theatres in Auckland and Wellington, commencing on April 14, in both cities. Otto Doepel, Publicity Manager in New Zealand, is at present preparing the campaigns.

"The Sign of the Cross" will also have a simultaneous release in Tasmania, when the picture opens at the Avalon Theatre, Hobart, and the Plaza Theatre, Launceston on April 15.

The opening date for our own Capitol Theatre, Melbourne, has been definitely set for April 15, whilst the Sydney opening at the Prince Edward Theatre will, in all probability be April 12.

The special "The Sign of the Cross" Road Show Units of the actual studio properties used in the production of the picture will be used in the exploitation campaigns for all of the above seasons, together with special advertising and publicity campaigns.

Theatre-goers of Sydney, Melbourne, Hobart, Launceston, Auckland, and Wellington have certainly something to look forward to this coming Easter.

IT'S IN THE AIR... "PARAMOUNT FOR 1933".

Our Back Page of Front Page News

FOR YOUR Information by Reg Felton

Florence Eldridge, wife of Fredric March, and one time a leading New York stage actress, has been signed to enact a dramatic character role in "The Story of Temple Drake"

Miriam Hopkins and George Raft are co-featured in this production and included in the supporting cast are William Gargan, Irving Pichel and Sir Guy Standing, who, by the way, has been awarded a long term . . . "Murders in the Zoo" will mark the return of Charlie Ruggles to the role of a press reporter which he played so very well in "Gentlemen of the Press", and again later in "70,000 Witnesses" . . . Kate Smith will revive her dancing ability in her first Paramount picture, "Hello Everybody" . . . You may smile, but Kate really did dance in Broadway musical shows at the beginning of her career . . . From his recent productions, Maurice Chevalier has attained the title of "boudoir diplomat" throughout Hollywood, but it is learned, that his reputation will be somewhat redeemed in his new picture as a nine months old orphan baby completely steals his heart . . . the stills to hand are really humorous . . . Just . . . for your information.



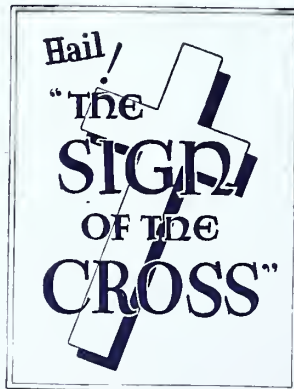
Charlie Ruggles.

Personalities

KEITH LOGAN, Brisbane Accountant, has been confined to his bed for the last few days with an acute attack of rheumatism, but it is pleasing to note that Keith is back at his desk again.

It seems that we have a few first-class cricketers among the ranks of the Paramounteers. Henry Quincey, of the Brisbane Branch, took seven wickets for 31 on Saturday last, playing in grade cricket, and once again Jim Flannery, of H.O., gets another century. He carried his bat on Saturday with 107 n.o.

Mr. Jack Groves, General Manager of the Far East, is at present in India on a business tour. Unfortunately Mr. Groves has broken his ankle and is having a lot of trouble with it . . . We see Owen Goodland of H.O. Despatch Dept., sprouting around the office after an attack of 'flu which confined him to his bed for several days . . . Alice Brown of H.O. Accounts is at present in hospital where she had a nasty operation on the throat.



The Check-Up by Len Jones

A cable requisition for a further 24,000 three colour couriers on "The Sign of the Cross", has just been received from Andre Olsen, Manager of Batavia Branch. This order makes a total of 48,000 three-colour couriers sold by Andre for that production. This quantity makes all previous courier orders from the East fade into insignificance. Truly a most remarkable sales achievement!



Andre Olsen.

Len Peuleve, deputising for Baden Abotomey in the Sydney Branch, for the past couple of weeks, has been responsible for some excellent sales of 24-sheets to the Empire Theatre, Sydney, the most recent order being 8 x 24's for "The Devil is Driving".

Advance bookings for trailers on "The Sign of the Cross" are so heavy in our Melbourne Branch, that Albert Nicholas has found it necessary to order six trailers for this production, which quantity exactly doubles Albert's usual quota of trailers for Long Run pictures.

Paramount

Vol. 7.—No. 13. March 29, 1933.

PUNCH

FOR 1933

LET'S GET BACK TO SHOW BUSINESS.

OUR merchandising of motion pictures is the show business. Each and everyone of us belong to the show business. Don't let us ever forget that. For a time we almost did. A few years ago, when the screen first found its voice and palatial picture houses were being built right throughout the world, we were inclined to become just a little "ritzy". We almost forget that it was showmanship and the good old ballyhoo that brought the crowds to the theatres.

Let's get back into show-business. Our chariot expedition to Melbourne exploiting "The Sign of the Cross", is undoubtedly the greatest piece of showmanship executed in this country for a long while. Let's continue to pull these stunts and show the rest of the industry that Paramount leads the field in showmanship.

Let's get back to the old days of "circus billing" or "covering the town". These days we are not using enough Ad. Sales.

The motion picture industry needs a tonic . . . and the tonic that will do the most good is a dose of real old ballyhoo showmanship.

Let's Go!

William Clark

Managing Director.

Published every Wednesday by Paramount Film Service Ltd., Head Office, Sydney, Australia, in the interests of the Paramount organisation in Australia, New Zealand and the Far East.

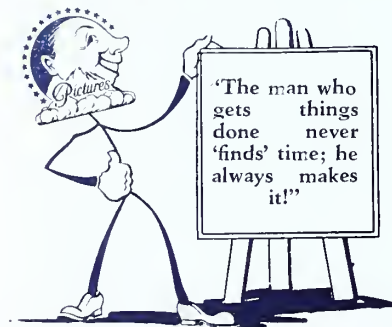
Reg Kelly—Editor.



The Lowdown by Rambler

THE chariot is still clicking off the miles on its merry showmanship jaunt to Melbourne... Bob White reports excellent receptions in every town along the route... Fred Gawler and Cleave Shepherd following in its wake are making a great clean-up... The picture is being sold right and left... It's almost a stampede to buy... John E. Kennebeck off to Adelaide for the opening of the new Rex... "If I Had A Million" set for the Sydney Empire on Saturday next... Queues lined up at the Sydney Prince Edward with the opening of the box plans for the first two weeks of "The Sign of the Cross" season... Wynne Gibson gets a new Paramount contract... Both trade papers passing out bouquets for "The Sign of the Cross" press sheet... and the Sydney Sunday Sun too, no less... Music publishers report that "Please" theme number of "The Big Broadcast" goes into second printing... this is the first number to do that since the famous best-seller, "Louise"... Just to remind you that Paramount is STILL the greatest name in show-business.

THINK IT OVER.



NEARING THE BORDER

"THE SIGN OF THE CROSS" CHARIOT EXPEDITION.

(From BOB WHITE)

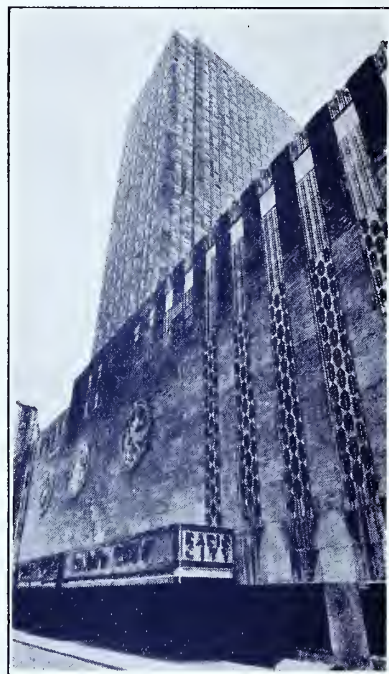
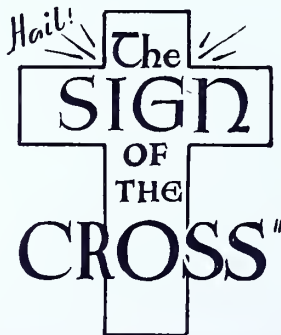
Holbrook, Monday.

HERE we are at Holbrook, having covered in all 465 miles, more than half of our entire journey. We expect to be in Albury tomorrow (Tuesday) night, and then for the Victorian towns.

The trip to date has been chock-full of exciting incidents. Last week we passed through the following towns: Yass, Harden, Cootamundra, Junee and Wagga. The chariot was placed on display at all these towns. The interest it is creating right throughout the country is tremendous.

Next week we will pass through Chiltern, Wangaratta, Benalla, Euroa, Seymour, Heathcote and Bendigo.

It's all been wonderful experience, that is if one ever contemplates taking up bulldock driving. Despite the numerous set-backs we have had, we are getting along nicely, and will surely reach Melbourne, even if I have to get into the harness and pull the darn thing myself.



Radio City Music Hall, N.Y., the world's largest theatre, where "The Sign of the Cross" is at present playing its third Broadway season. See story on next page.

WYNNE GIBSON GETS NEW PARAMOUNT CONTRACT.

WYNNE GIBSON, Paramount featured actress, has just been given a new contract. Miss Gibson's latest screen appearance was in "The Billion Dollar Scandal". Previous to that she was featured in "If I Had a Million", "Night After Night", "Lady and Gent", "The Strange Case of Clara Deane" and "The Devil is Driving". She has just made "The Crime of the Century".

THERE'S PLENTY OF PUNCH IN THE BLUE RIBBON BUNCH.

"THE SIGN OF THE CROSS"

INTO RADIO CITY MUSIC HALL FOLLOWING SEASONS AT RIALTO & CRITERION.

AFTER playing record-breaking seasons at the Criterion and Rialto Theatres, New York, at two dollars top, "The Sign of the Cross" has been transferred to Radio City Music Hall, the biggest theatre in the world with a 6,400 seating capacity. Surely no greater tribute can be paid a picture than to be booked into this huge capacity house after already playing two seasons on Broadway.

AUSTRALASIAN PREMIERE.

The Australasian premiere of this big Paramount road-show is booked for the Sydney Prince Edward on April 5. The management have introduced to Australia for the first time, in picture houses, preferential booking with applications for seats for the first two weeks of the show now being received. Mel Lawton reports excellent business in advance sales, and expects the first week to be entirely booked out long before the commencement of the season.



STAFF CHANGES.

LEN PEULEVE, formerly Manager of Publicity at the Melbourne Capitol, has been loaned to the management of the Rex Theatre, Adelaide.

Max Lovett has been appointed Acting N.S.W. Ad. Sales Manager during the absence of Baden Abotomey, who is temporarily attached to the Sales force.

Tom Richards, of the Head Office Ad. Sales Store, has been transferred to the N.S.W. Ad. Sales Dept.

"LUXURY LINER".



Alice White does a little kidding to C. Aubrey Smith aboard the "Luxury Liner". Others in the cast are George Brent and Vivienne Osborne.

FOLLOWING THE CHARIOT'S TRAIL.

GAWLER AND SHEPHERD CARRY OUT EXTENSIVE SALES DRIVE.

FOLLOWING in the wake of "The Sign of the Cross" Chariot Expedition to Melbourne, District Manager Fred Gawler and Salesman Cleave Shepherd left last week on an extended sales drive.

The success with which they are meeting is evidenced by the number of contracts pouring into Head Office. During the first week of the trip, they signed up the following towns:

Campbelltown, Bowral, Moss Vale, Queanbeyan, Leeton, Narrandera, Hillston, Griffith, Cootamundra, Gundagai, Tumut, Junee and West Wyalong.

District Manager Claude Henderson, and Branch Manager Bert Kelly, will handle the Victorian towns immediately the chariot crosses the border.

OUR SYMPATHY.

"PUNCH", on behalf of Paramounteers extends to Mr. Claude Henderson, our deepest sympathy for his recent sad bereavement, when he suffered the loss of his mother.

Our Back Page of Front Page News

FOR YOUR Information

by Reg Felton



Adrienne Ames. According to announcements from the Paramount Hollywood Studios, both Sylvia Sydney and Alison Skipworth have had their contracts renewed... The agreement marks the beginning of Miss Sidney's third year on the screen, and the third year with Paramount... "Pick-Up" the Vina Delmar story, will be her next, in which she will be seen opposite George Raft... Adrienne Ames has been transferred from the cast of "Dead Reckoning" to that of Chevalier's "A Bedtime Story"... After a brief visit to New York, Claudette Colbert, George Burns and Gracie Allen have returned to the studios to resume their screen careers... Burns and Allen will be seen in "International House" and later in "College Humor", whilst Claudette will appear in a number of the company's coming pictures, the next of which is "Tonight Is Ours"... Bill Pine writes from Hollywood: "Don't think 'King of the Jungle' is just another 'Tarzan'. The studio has one of the most unusual twists on this type of story that I have ever seen in all my experience. It is in no way an imitation 'Tarzan'."

Personalities

MELBOURNE JOTTINGS: Miss Dolly Hayes, of the Booking Department is spending her annual vacation at Marysville... H. N. Varcoe, who is also on vacation at the same spot, is learning some new fish yarns... Miss M. Whittingham, of the Accounts Dept., is back on the job again, after spending a very enjoyable time at Daylesford.

John E. Kennebeck left Sydney last night for Adelaide to attend the opening of the new Rex Theatre. He will also stop a few days in Melbourne on Capitol Theatre business.

More Head Office cricket feats over the weekend: Reg. Felton taking four wickets for seven runs and Harold Trahan, playing in the same match secured four wickets for twenty eight runs, and Jim Flannery getting 126 n.o... Harold Pike of H.O. Advertising Dept., is at present on the road heading for Lower Mookerawa on his annual vacation.



The Check-Up

by Len Jones

A MEMO from this department was recently sent to all branches concerning Star 30in. x 40in. Colour Paints (1-sheet size), which were imported from New York at an exceptionally low figure. These colour paints, really something out of the box, are done in rich colours, and are excellent for either theatre decoration or advertising purposes. At the gift price of 3/- each, our stocks should be depleted in record time. See that a good display of colour paints, with selling prices affixed, is made in your Ad. Sales Department.

"The Sign of the Cross" Orders Nos. 3 and 4 were taken by Len Peuleve and George Hayes respectively, the former covering the requirements of the Prince Edward Theatre, Sydney, and the latter covering the requirements of the Plaza Theatre, Launceston. Both are exceptionally fine orders... Stan Craig, Wellington Branch Manager, has forwarded "The Sign of the Cross" Ad. Sales Orders Nos. 5, 6, 7 and 8, covering requirements of the Regent Theatres, Wellington, Auckland and Dunedin, also Theatre Royal, Christchurch.

Sample one-colour Couriers for "The Big Broadcast", have been forwarded to the Sales Force. This is unquestionably one of the most attractive couriers we have handled.

PUNCH

FOR 1933

"A FAREWELL TO ARMS"

HERE is a tremendous picture, which I believe will go down in history as the supreme love story of the talking screen.

"A Farewell To Arms" will key your emotions to the highest pitch. One of its greatest qualities is its powerful appeal to women. It is not only a masterpiece of entertainment, it is a practical production from the business man's point of view.

Gary Cooper's performance probably marks the highest point of his career, whilst Helen Hayes crowns herself with new glory.

I expect "A Farewell To Arms", if sold properly, to gross us just as much money as "The Sign of the Cross".

I have seen this picture now four times, and each time I have been so stirred, impressed and thrilled, that I have no fear in saying that "A Farewell To Arms" is one of the greatest achievements of Paramount.

William F. Clark

Managing Director.

Published every Wednesday by Paramount Film Service Ltd., Head Office, Sydney, Australia, in the interests of the Paramount organisation in Australia, New Zealand and the Far East.
Reg Kelly—Editor.



The Lowdown by Rambler

"The Sign of the Cross", opening to-day at the Prince Edward, looks like being one of the most glamorous that that ace of long run houses has ever experienced... Melbourne release date for this picture has been brought forward a week to April 8... That week looks like being Paramount Week in Melbourne, with the release of two pictures at the Regent, one at the State, and "The Sign of the Cross" in our own Capitol... After an absence of many months, Paramount Pictures make their reappearance in Brisbane on Saturday next, when "The Devil Is Driving" and "He Learned About Women", make a double feature bill at the Regent... Prepare for a picture of the same box-office calibre as "The Sign of the Cross" in "A Farewell To Arms"... Read and digest every word of Mr. Clark's message in this issue of "Punch"... Just to remind you—Paramount is *STILL* the greatest name in show business.



This is how the exhibitor at Wangaratta advertised the arrival of the chariot.

AT SEYMOUR.

"The Sign of the Cross" Chariot.

(From Bob White)

Seymour, Tuesday.

EVERYTHING is going splendidly with the expedition right now. We made Seymour this morning, and intend to push right on to Melbourne, in order to reach there for the opening of the picture next Saturday. It was originally intended that we take the round-about route, bringing in Bendigo, Ballarat and Geelong.

Last Thursday, we made Wangaratta, where we received a most enthusiastic reception. The local showman, Mr. MacDonald, is quite a live

wire, and had the whole town waiting for our arrival.

Friday we made Benalla. It was unfortunate that the local house was not screening, but we managed to make the most of a civic reception at the Municipal Council Chambers.

We spent the week-end in Shepparton, and last night at Murchison.

Things are running very smoothly with the outfit at the moment, and we hope that we have left our bad luck behind. It's Melbourne now or bust.

PARA. DOMINATES MELB. SCREENS.

Paramount Pictures will dominate the screens of Melbourne de Luxe houses next week. "The Sign of the Cross" will open at the Capitol, "Under Cover Man" and "He Learned About Women" will play the Regent with "Devil Is Driving" at the State.

**PARAMOUNT
CLICKS AT GRAND,
PERTH.**

TURN-AWAY BUSINESS.

WRITING to "Punch" from Perth on March 27, George Nacard, Paramount Branch Manager in that city, states that since screening the Paramount product, the Grand Theatre has more than doubled its business.

"The current programme, 'The Sporting Widow' and 'The Man From Yesterday,'" writes Mr. Nacard, "is playing turn-away business every night. Actually, the Grand was the only show in town to play to more than capacity last Friday and Saturday, and there are six theatres in Perth besides the Grand."

"A LADY'S PROFESSION"



Roland Young and Alison Skipworth exchange ideas in "A Lady's Profession." Sari Maritza is also prominently cast.

TO-DAY!

**"SIGN OF THE
CROSS" OPENS**

SYDNEY P.E.

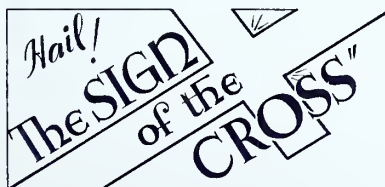
**AUSTRALASIAN
PREMIERE.**

TO-DAY, Wednesday, April 5, will go down in the history of the industry as the most important date of the year. Today, "The Sign of the Cross", the most important picture since the coming of sound, will enjoy its Australasian premiere at the Sydney Prince Edward Theatre.

The box plan was opened two weeks ago, and preferential booking was introduced for the first time, with the result that the house has been completely booked out for the first four nights of the season. It has been a grand sight to see a continuous stream of people at the booking office.

CHANGE IN MELB. OPENING

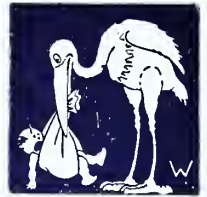
The Melbourne opening at Paramount's own Capitol Theatre, originally set down for Saturday, April 15, has been brought forward a week to April 8. Jim Thornley wires that advance booking is the greatest in the history of the theatre.



**THE CIGARS ARE
ON BERT KELLY.**

IT'S A GIRL!

Step up boys, but don't crowd. Bert Kelly is handing out the cigars on the arrival of a brand new daughter,



born March 26. Mrs. Kelly and the baby are doing very nicely, thank you; and Bert, need you ask?

**TRIUMPHANT
OPENING.**

**"SIGN OF THE CROSS"
IN FAR EAST.**

THE following cable has been received by Mr. Clark from Andre Olsen, Branch Manager at Batavia, where "The Sign of the Cross" recently had its first release in our territory:—

CLARK

PARAMOUNT

SYDNEY

**THREE FIRST NIGHTS
"SIGN OF THE CROSS" IN
BATAVIA AND BANDOENG
EVERY PERFORMANCE
SOLD OUT. HUNDREDS
TURNED AWAY. REGARDS.
OLSEN.**

IT'S IN THE AIR... "PARAMOUNT FOR 1933".

Our Back Page of Front Page News

FOR YOUR Information by Reg Feltton

"International House" and "College Humor" will mark the return of musical comedy to the screen, and with such artists as Bing Crosby, Burns and Allen and Rudy Vallee, these pictures will make a decided bid for the popularity they enjoyed in earlier years... With the addition of a number of players to fill the minor roles, "International House" will go into production with a cast including Rudy Vallee, Sari Maritza, Burns and Allen, W. C. Fields, Eela Lugosi and Peggy Hopkins Joyce... "College Humor", the second production will have Bing Crosby, and again Burns and Allen, then Jack Oakie, Richard Arlen, Frances Dee and Randolph Scott... Charles Bickford, the red headed He-man, will make his reappearance in the Charles R. Rogers production "Legal Crime" with Richard Arlen, Jean Hersholt, Louise Dresser and Andy Devine comprising the rest of the cast... The newest title change is that of "Strange Bedfellows" to "I Love That Man"... originally Ricardo Cortez and Nancy Carroll had been chosen for this production, but owing to continued illness, Edmund Lowe has replaced Cortez, and will share leading honors with Miss Carroll... the rest of the cast has yet to be assembled... Still not satisfied with the title of their new picture, the Four Marx Bros., who recently decided to change it from "Cracked Ice" to "Grasshoppers" have reverted to the original title... Just... for your information...

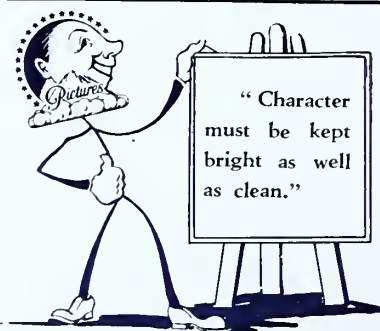
Personalities

MISS FLO THURSTON, of H.O. Customs, returned last Monday from her visit to Tasmania where she was participating in the Interstate Ladies Rowing Championship. Miss Bremner of N.S.W. Accounts Dept., accompanied Miss Thurston on the trip... Mr. A. W. L. Naylor is at present vacationing at Katoomba.

Believe it or not, Bert Matls of the H.O. Despatch Dept. played the title role in "The Toreador", an amateur dramatic show at Belmore last week. In the third act, he also doubled as the hind portion of the bull. The critics reported that it was in his second role that he displayed his real histrionic ability.

General Sales Manager W. Hurworth, holds the honor of being the first person in Australia to book seats for "The Sign of the Cross". Over three weeks ago, he booked and paid for twenty seats for the opening night. Incidentally, on that night, Mr. and Mrs. Hurworth will celebrate their 20th wedding anniversary, hence the big party.

THINK IT OVER.



The Check-Up by Len Jones



Max Lovett.

We offer congratulations to Max Lovett, who has been appointed to the position of Acting Ad. Sales

Manager in Sydney branch, and to Tom Richards, who steps into the Ad. Sales Department as assistant to Max. Both boys are full of enthusiasm and optimism in their new positions. They celebrated the event by exceeding Quota the first week of their appointment.

H. Quincey, Ad. Sales Mgr. in Brisbane, was responsible for a sale of one Nu-Style lobby stand, two Daybill Stands, and one special Wall Board, sold to a country showman per medium of sales letters... Cleave Shepherd, Sydney sales man, has also made an excellent sale of three Nu-Style lobby stands to a country exhibitor.

Henry Quincey is the first to report good sales of Star Color Paints. Per medium of sales letters to exhibitors, he was successful in disposing of 42 Color Paints. Henry certainly lost no time in getting on to the job of turning this item into cash.

Paramount

Vol. 7.—No. 15. April 12 1932.

PUNCH

FOR 1933

"THE SIGN OF THE CROSS".

WITH the Australasian premiere at the Sydney Prince Edward Theatre on Wednesday last, and the Victorian premiere at our own Capitol Theatre, Melbourne, on Saturday last, "The Sign of the Cross" started off with a smash triumph on its predicted money sweep through the country.

The full force of the effective nation-wide publicity, exploitation and advertising campaign, enhanced by the Chariot expedition, hit the box-offices of those theatres as soon as the opening of advance bookings was announced. Since the opening of the picture, the public of Sydney and Melbourne have stamped the box-office with a rush that has sent house records soaring to unprecedented heights. Next Saturday the picture will open in Auckland, Wellington, Hobart and Launceston.

If ever a picture deserved a concentrated effort on the part of all members of the Sales Force for extended playing time, and extra Ad. Sales, "The Sign of the Cross" is IT.

Here is one of those rare pictures with limitless possibilities. It will yield what you put into it. The Studios have done their part, and so have the Publicity and Advertising Departments; now it's up to the Sales Force.

William J. Clark
Managing Director.

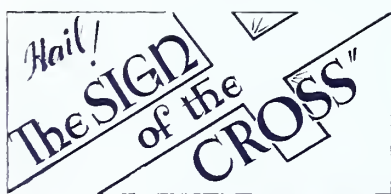
Published every Wednesday by Paramount Film Service Ltd., Head Office, Sydney, Australia, in the interests of the Paramount organisation in Australia, New Zealand and the Far East.

Reg Kelly—Editor.

Pictures

The Lowdown by Rambler

"The Sign of the Cross" opens in Sydney and Melbourne with a regular box-office stampede. . . Mr. Hicks cables that the picture, after playing two lengthy seasons at the Criterion and Rialto Theatres on Broadway at high prices, went into Radio City Music Hall, New York's newest theatre, with a seating capacity of 6,200, and playing to popular prices cracked the house record wide open. . . Over 300,000 people paid for admission during the first week. . . Now is "The Sign of the Cross" doing business or is "The Sign of the Cross" doing business. . . "A Farewell to Arms" is ready for release, and those who have seen it claim it to be just as important a piece of theatrical property as "The Sign of the Cross". . . Still they come. . . "The Woman Accused" viewed at a Head Office pre-censorship screening yesterday shows that the hands that have been turning out one money picture after another did not shake in making this one. . . We see Nancy Carroll at her best and a swell cast is headed by Cary Grant. . . It's a dramatic and exciting story, written by America's ten leading authors. . . Head Office staff went into raptures last night at the preview of "No Man of Her Own" with Clark Gable and Carole Lombard. . . Just to remind you that Paramount is STILL the greatest name in show business. . .



GOAL REACHED.

CHARIOT ARRIVES ON SCHEDULE.

TREMENDOUS RECEPTION.

THE following telegram was received by Paramount's Head Office on Friday last, from Bob White, who was press agent for "The Sign of the Cross" Chariot Expedition from Sydney to Melbourne:—

"Arrived Melbourne to-day despite hades and high water (stop) Tremendous reception crowds jammed streets made stopping at theatre impossible (stop) Great ovation from crowd as Chariot galloped into Swanton Street. Regards. White".

There is the story of the successful climax of one of the biggest showmanship stunts pulled in this country in years. Despite a run of tough luck, the chariot arrived in Melbourne on schedule, being on the road thirty days. The chariot was exhibited in 25 theatres on the route.

Credit for the successful pulling of this great stunt goes to Bob White, who carried most of the responsibility and work on his shoulders, and to John E. Kennebeck and Reg. Kelly, whose organisation and careful planning left nothing to chance.

"A BEDTIME STORY".



Here's Maurice and the little chap that steals his heart away in "A Bedtime Story". Helen Twelvetrees and Adrienne Ames are opposite Chevalier.

MORE MUSICALS.

EMANUEL COHEN, Vice President in charge of production of Paramount Pictures, has just issued an extraordinary order, by the terms of which music will take a vastly more important part in the scheme of forthcoming pictures.

The order expressly states that in so far as two particular productions, "International House", with Rudy Vallee, Sari Maritza and Peggy Hopkins Joyce, and "College Humor", with Richard Arlen, Bing Crosby and Frances Dee, are concerned, both of these will have plenty of pretty girls, a number of songs, and one or more spectacular dance routines.

They will not be backstage musical comedies of the order of several years ago, but out and out musical pictures, in which music, beauty, dancing and singing will predominate.

THERE'S PLENTY OF PUNCH IN THE BLUE RIBBON BUNCH.

"The Sign Of The Cross" Opens Sensationally in Sydney and Melbourne.

Sydney Queues Line-Up in Heavy Rain—New Opening Record in Melbourne—Press and Public Rave Over Picture—Lengthy Seasons a Certainty.

THE SIGN OF THE CROSS", Paramount's big talking picture spectacle, produced by Cecil B. DeMille, had its Australian premiere at the Sydney Prince Edward Theatre on Wednesday last, April 5. The Victorian premiere was held in Paramount's own Capitol Theatre, Melbourne, on Saturday last, April 8. In both instances the openings were easily the most sensational ever witnessed at these two popular long run houses.

In Sydney, despite the tremendous deluge of rain which continued all day, queues lined the theatre front from 9 o'clock in the morning. In the evening, thousands of people were turned away, owing to the fact that every seat in the house had been booked out more than seven days previous.

Paramount's extraordinary piece of real showmanship in sending "The Sign of the Cross" Chariot overland from Sydney to Melbourne, and the arrival of the Chariot at the Capitol Theatre, Melbourne, on Friday last, gave the Victorian premiere some wonderful publicity. Capacity business was reported at the Capitol all day, and the figures set a new record.

In both cities, press and public alike went into raves over the picture. Herewith are some of the excerpts of the criticisms from the Sydney press:—

"The screen has never seen such settings as those conceived for 'The Sign of the Cross'. Cecil B. DeMille, director of this Paramount achievement, which had a gala premiere at the Prince Edward last night, has done his task almost too well. For the eye wanders from the main characters to watch the people, the customs and the incidents of Rome's street."

"The Daily Sun".

"Cecil B. DeMille lifted the Prince Edward audience almost out of their seats last night with the talking version of 'The Sign of the Cross'. This is spectacle, as the master of spectacle, DeMille, can produce it . . . It has all the sweep of a great film, the games have been reproduced with a gesture that is absolutely magnificent".

"The Daily Telegraph".

"And through the whole film is the primal message of Christianity—a message presented without cant, without that deliberate sophistry intended to benefit the box-office at the expense of the devout, a message without offence to the adherents of any creed. He who runs may read, seems to be DeMille's conception. Here is a great picture, seems to be his message. If you are aware of its implications, then you are the stronger, for you read into the strange conversion of the Prefect Marcus Superbus, the lesson of 1933 years. If you are not, then you enjoy the brilliance, the splendor, the excitements of a dramatic leviathan of music. I have never seen better or more restrained acting in a play where bad acting would have irritated any audience. The

effect on the audience is tremendous. 'The Sign of the Cross' should have a long run. For it is brave enough not to seek a conventionally happy ending".

"Sunday Sun".

A LADY'S PROFESSION.



Sari Maritza and Kent Taylor have the romantic leads in "A Lady's Profession," with Alison Skipworth and Roland Young sharing leading honors.

IT'S IN THE AIR... "PARAMOUNT FOR 1933".

Our Back Page of Front Page News

FOR YOUR *Information* by Reg Felton

PARAMOUNT has exercised its option for another series of eight Charles R. Rogers productions . . . Upon completion of "Hock Shop" the last of the present series, Rogers will take a six week vacation, returning to the studios to start his new pictures about July . . . Raymond Hatton, screen comedian, Fuzzy Knight, featured pianist and talented entertainer have been given featured parts in Zane Grey's "Under The Tonto Rim" . . . The cast is one that would enhance any western. Supporting Stuart Erwin is Fred Kohler, one of the screen's best Bad-men while Raymond Hatton and Fuzzy Knight are aiding and abetting "Stu" with the comedy . . . Verna Hillie, George Barbier and John Lodge are also prominently cast . . . Because of radio contracts in New York, Bing Crosby has found he cannot return to Hollywood for a few weeks . . . The production date for "College Humor" will therefore be set back until Crosby's arrival . . . Richard Bennett, forced to withdraw from the cast of "Song of Songs" because of illness, has recovered sufficiently to resume work in this Dietrich production . . . "Apartment Nine" has been announced as a coming production for Claudette Colbert with Cary Grant and William Harrigan sharing leading honors . . . "On Probation" is another recent announcement in which we will see Wynne Gibson and Ricardo Cortez . . . Just for your information.

"SHE DONE HIM WRONG"

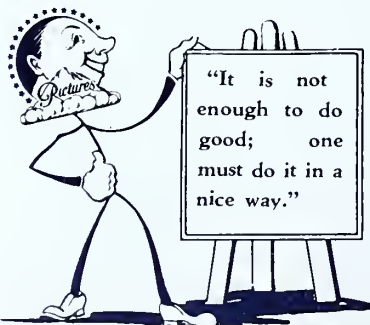


Cary Grant and Mae West in a scene from their newest Paramount production, "She Done Him Wrong".

Personalities

DISTRICT Manager Claude Henderson, is at present on an extensive sales drive for "The Sign of the Cross" contracts. He is covering the Victorian towns visited by the chariot expedition. He is starting from Albury and working right down the line to Melbourne.

THINK IT OVER.



The Check-Up by Len Jones

AD. SALES Orders for "The Sign of the Cross" are now beginning to come in from all branches, and while a great number are in keeping with the high quality of the production, there are a few which would not do justice to an ordinary release. These orders will have to be followed up by the Ad. Sales Mgrs. in an endeavour to bring them up to at least a 50 per cent. increase on the exhibitor's usual long run order.

Some exhibitors evidently reason that a big production can carry itself. Such reasoning is absurd, as the greater the production, the greater must be the effort to sell it to the public.

W. Bignell, Ad. Sales Manager in Adelaide, made an excellent sale of 6 x 24 sheets on "Evenings For Sale", 5,000 Couriers on "The Big Broadcast", and other miscellaneous Ad. Sales items to the New Rex Theatre, Adelaide.

Since his appointment to the position of Acting Ad. Sales Manager in Sydney branch, Max Lovett has been responsible for some outstanding sales, amongst which were 12 x 24 sheets for "Love Me Tonight" and 11 x 24 sheets for "The Big Broadcast" sold to an exhibitor at Newcastle. Excellent quantities of couriers on all productions have also been disposed of.

Paramount

Vol. 7.—No. 16. April 19, 1933

PUNCH

FOR 1933

MONEY PICTURES.

STRESSING the vital need of good money-making pictures now more than ever, Mr. Hicks, in a special letter to me declares that Paramount is to-day the one reliable source of consistent money Product.

"Good money-making pictures were never so vital to this business as they are right now", writes Mr. Hicks, "and never scarcer than they have been this season. Except for Paramount! Paramount is to-day more than ever, the one reliable source of consistently dough-getting product. Paramount alone has furnished hits in large numbers.

"This has been proved by the one infallible acid test that cannot be gainsaid—the box office."

In a survey conducted by "Variety" the bible of Show business—and based, not upon the individual likes and prejudices of a handful of critics, but upon a careful check of the box office performance of the pictures of all producing companies between Nov. 1 and Jan. 1—a check corroborated by distributors and exhibitors alike—**Paramount leads the list with ten out of eleven money pictures.**

On another page you will find some sales tips from Mr. Hicks on some of the coming pictures. Read every word of it—it's great news.

William J. Clark

Managing Director.

Published every Wednesday by Paramount Film Service Ltd., Head Office, Sydney, Australia, in the interests of the Paramount organisation in Australia, New Zealand and the Far East.

Reg Kelly—Editor.



The Lowdown by Rambler

Sydney Prince Edward and Melbourne Capitol managements both report sensational Easter week business with "The Sign of the Cross"... Despite best weather ever experienced in Sydney for Easter holidays, taking people by the thousands out of town to holiday resorts, Sydney's Prince Edward played to capacity and turn-away business every session... After a triumphant arrival in Melbourne, Bob White and his Chariot Expedition are now on an extended tour of Victoria... Preparations are under way for the release of "A Farewell to Arms"... a picture with tremendous box-office possibilities... John E. Kennebeck and the departments under his control are at present working on a campaign that will rock the nation.

STOP PRESS!

Mr. A. J. Bartle, Exhibitor of Young, wires that "The Sign of the Cross", which had its first country showing at his theatre on Monday night last shattered all existing house records, taking more money than "The Ten Commandments".



UNUSUAL MURDER MYSTERY.



One of the most unusual murder mystery stories seen for some time is "Crime of the Century," with Stuart Erwin, Jean Hersholt and Wynne Gibson in the featured roles.

CHARIOT OFF AGAIN

COVERING BIG VICTORIAN TOWNS

AFTER arriving in Melbourne safely with the "Sign of the Cross" Chariot Expedition, Bob White has set out again to cover twelve big Victorian towns.

District Manager Claude Henderson put over a marvelous piece of work by tying in the Chariot with the Bendigo

Easter Fair. The Chariot and horses were shipped to Bendigo on Friday by motor float, and took part in the celebrations in that town on Saturday and Easter Monday. The Chariot was given a civic reception by the Mayor, heading the procession on both Saturday and Monday. On the latter day, "Miss Bendigo" drove the Chariot in the procession.

This present trip will occupy nearly three weeks, and nearly 300 miles will be covered.

MORE RECORDS.

Stan Craig, General Manager for New Zealand wires that "The Sign of the Cross" opened to sensational business on Saturday last at both the Regent Theatres in Auckland and Wellington. In both theatres, the business recorded at the box-office was the greatest in three years.

THERE'S PLENTY OF PUNCH IN THE BLUE RIBBON BUNCH.

PARAMOUNT — SOURCE OF HITS!

MR. HICKS TIPS SALES POINTS ON COMING PRODUCT.

WRITING to Mr. Clark from the Home Office in New York, Mr. Hicks offers some first hand information on some of the coming pictures:—

“‘A BEDTIME STORY’.

“‘A Bedtime Story’ is the Chevalier picture you’ve been waiting for! Human as ‘Innocents of Paris’, sexy as ‘The Love Parade’, with Chevalier songs twice as good as the famous ‘Louise’. Helen Twelvetrees, Edward Everett Horton, a marvelous baby actor and a bevy of Parisian belles adorn the cast.

“‘THE SONG OF SONGS’.

“We’ve saved one of the admittedly greatest stories or plays of all times for the supreme Marlene Dietrich effort—‘The Song of Songs’. As Sudermann’s famous novel it sold into the hundreds of thousands. As Edward Sheldon’s daring play it crammed millions into theatres throughout the world. The throbbing saga of a glorious woman who gambled her soul through underworld and palace for love. Dietrich and a great cast, directed by a master picture-maker, Rouben Mamoulian, guarantee a sensation.

“‘KING OF THE JUNGLE’.

“‘King of the Jungle’, monarch of melodramas, makes all previous adventure - thrillers look anaemic. The amazing Lion Man hero, reared by jungle beasts and strong as the mightiest of them. African big game hunts with a man the target. Fights in a big cage of snarling tigers and other jungle denizens. Climaxing in the

great circus fire with frenzied spectators and wild beasts stampeding, clawing, screaming for their lives. Enough thrills for ten pictures!

“‘THE WOMAN ACCUSED’.

“Here’s showmanship; The ten foremost authors now plying their trade in America—Rupert Hughes, Irvin S. Cobb, Zane Grey, Vicki Baum, Gertrude Atherton, Sophie Kerr, Ursula Parrott, Vina Delmar, J. P. McEvoy, Polan Banks—wrote the story. Liberty Magazine launched it recently as their greatest serial in a giant advertising campaign. The bookstores of America have loaded their shelves with it, sensing a sure-fire best-seller, ‘The Woman Accused’. The plight of a daring, beautiful woman who stepped over the body of a love nest murder victim to a gay ocean liner on the strangest honeymoon in history. Cary Grant, Nancy Carroll, John Halliday, Louis Calhern and Lona Andre head the cast.

“‘INTERNATIONAL HOUSE’.

“If ‘The Big Broadcast’ packed ‘em in, ‘International House’ will do more. Again you cash in on a parade of the biggest names in radio and the theatre—Burns and Allen, Rudy Vallee, Peggy Hopkins Joyce, Colonel Stoopnagle and Budd and a flock of others, in addition to a cast of money picture personalities. A strong,

PARAMOUNT PICTURES.

A BEDTIME STORY
THE SONG OF SONGS
KING OF THE JUNGLE
THE WOMAN ACCUSED
INTERNATIONAL HOUSE
MURDERS IN THE ZOO
COLLEGE HUMOR

Thar’s Gold in Them Thar Films!

gripping story in the setting of a notorious hotel in Shanghai, where anything can happen—and does.

“‘MURDERS IN THE ZOO’.

“‘Murders in the Zoo’—another smart showmanship novelty. A wild jungle in the midst of a thickly populated city. A nightmare world peopled by ferocious beasts and equally ferocious men. Lionel Atwill, Charlie Ruggles, Randolph Scott, The Panther Woman, John Lodge (watch him!) and Gail Patrick included in the cast.

“‘COLLEGE HUMOR’.

“Tying up with the famous magazine of the same name, the bible of modern American youth—and that means most screen fans—‘College Humor’ is ‘Sweetie’, 1933 brand. Swift flash, gaiety, catchy songs, a real story, a sparkling new type of entertainment. Dick Arlen, Bing (Big Broadcast) Crosby, Frances Dee, Burns and Allen (plus Gracie’s nationally famous Lost Brother), Randolph Scott and the snappiest co-eds on the sunkist beaches.

Watch for some more sales points from Mr. Hicks in the next issue of “Punch”.

IT’S IN THE AIR... “PARAMOUNT FOR 1933”.

Our Back Page of Front Page News

FOR YOUR *Information* by *Reg Felton*

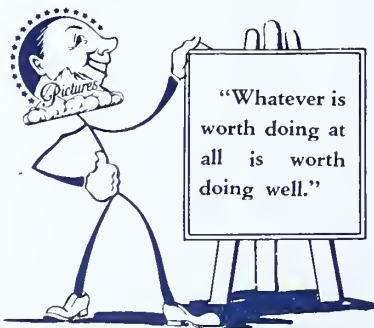
For some considerable time we have been unable to report with any degree of accuracy, Paramount's coming British product... However, with the recent shipment to hand, we are enabled to report at least three of these pictures... The first is "One Precious Year" with popular Owen Nares, Basil Rathbone and Anne Grey heading the cast... this picture was originally titled "Driven"... "The Crime at Blossoms" is the second... Hugh Wakefield, who has been eagerly awaited by Australian audiences since his delightful role in Paramount's "Aren't We All?" is prominently cast in this picture, and will share leading honors with Joyce Bland and Frederick Lloyd... "Strange Evidence" is the third of these British productions, and will feature Carol Goodner and Leslie Banks... From the Hollywood side of the organisation we see that Neil Hamilton, one of the screen's earliest favorites, will make his re-appearance in "Dead Reckoning" thus completing a cast in which are included Charlie Ruggles, John Halliday, Veree Teasdale and Shirley Grey... Although Fredric March had been announced as the lead opposite Marlene Dietrich in "Song of Songs", we now find that Brian Aherne, who has a very impressive stage career to his credit, has been cast in this role, and the picture has gone into production... Alison Skipworth and Lionel Atwill are also in Dietrich's new picture... Just... for your information.

Personalities

MISS HEATHER SOMMERVILLE of Sales Promotion Dept., is at present holidaying in Melbourne... Miss Davies of H.O. Accounts Dept., is at present spending an enjoyable vacation at Wallacia... Mr. C. Donaghue and Ray Harris both returned after spending Easter at Mulgoa, judging by the mutual appearance of the persons involved, this town is worthy of a visit... Miss Minnahan of N.S.W. Booking Dept., was one of the trippers to Tasmania per the s.s. "Strathaird".

Jim Flannery and Jack Taylor of Head Office, recovering from their mountain vacation... Mel Bremner and Ray Harris of the N.S.W. Accounts won £50 in a recent lottery... Ray Harris ringing Mr. Whiddon and asking if it's really true...

THINK IT OVER.



The *Check-Up* by *Len Jones*

A RECORD for a single sale of couriers to one theatre was created by Max Lovett, of Sydney branch, with a sale of 50,000 one-colour couriers for "Blonde Venus" to the Empire Theatre. Seven 24-sheets for the same picture, four 24-sheets for "He Learned About Women", and sundry other Ad. Sales items were also sold to the Empire Theatre for this programme.

Henry Quincey, Brisbane Ad. Sales Manager, is to be congratulated on the splendid sales of Ad. Sales items reported from his branch, included among which are the following:—1 special 3-sheet Daybill Lobby Stand, 6 24 sheets, each for "Evenings For Sale", "The Big Broadcast" and "The Devil Is Driving", together with an additional 42 Star Colour Paints, which brings his total sales of that item to 71. Henry is certainly not letting any sales possibilities slip through his fingers.

Max Lovett has also been pushing the Star Colour Paints at every opportunity, and his sales of same now total 32. Not a single sale, however, has been reported from our other branches. Here is a line to bring extra revenue into our department, a line which will find ready sale to all live-wire showmen.

Paramount

Vol. 7—No. 17. April 26, 1933

PUNCH

FOR 1933

SHOWMANSHIP ASSISTANCE.

CONFIDENCE of the trade in our industry and company is probably more vital to the success of our business to-day than at any other time. The success of our job only begins when we sell and start to book a contract.

The picture business, like the legitimate theatre, requires showmanship, and not all exhibitors possess as many showmanship qualities as they might. As a result of a personal contact with exhibitors through the medium of the manager, the salesmen, the bookers, and the Ad. Sales Managers, many helpful suggestions may be made in regard to the proper handling of a picture, and a consequent improvement in the exhibitor's business.

In view of the fact that times are hard, there is all the more reason why exhibitors need help in the solving of their problems. As we must return next season to resell them, it will be definitely to our advantage if we can successfully help them merchandise our product.

Check up on the many big showmanship stunts being pulled in the big towns, and pass them on to your country accounts. Remember, your job is not finished when the contract is signed—it has only just begun!

William F. Clark

Managing Director.

Published every Wednesday by Paramount Film Service Ltd., Head Office, Sydney, Australia, in the interests of the Paramount organisation in Australia, New Zealand and the Far East.

Reg Kelly—Editor.



The Lowdown by Rambler

"The Sign of the Cross" still piling up records in Sydney, Melbourne, New Zealand, Tasmania and big country towns... in most cases "The Ten Commandments" records have been shattered... Bob White's Chariot caused a riot in Bendigo... Read sales' tips from Mr. Hicks on some forthcoming pictures on Page 3 of this issue... Mr. Clark urges every member of Sales force to give exhibitors showmanship assistance wherever possible... Get set now for the release of "A Farewell to Arms", the most powerful story ever flashed on the screen... Mr. Clark predicts this one to gross as much money as "The Sign of the Cross"... Sydney Empire reporting record advance booking for "Blonde Venus" and La Belle Dietrich breaking the front pages with her male attire vogue... and incidentally getting good publicity for her next picture... Ad. Sales boys reporting that the demand for Ad. Sales on "The Sign of the Cross" even greater than record-breaking orders on "The Ten Commandments"... Just to remind you that Paramount is still the greatest name in show business...



DIETRICH STARTS PANTS VOGUE.



Fraulein Dietrich has certainly turned the fashion world topsyturvy with her new mode of full masculine attire. On the left we see Marlene strolling down the Hollywood Boulevard. Snappy, you say; but what about the trio of our own Head Office girls pictured below? Poppy Mort, Enid Eastmure and Margaret Maclean, snapped during the Easter vacation.



CHARIOT'S MARVELLOUS RECEPTION IN BENDIGO.

ARRIVING in Bendigo on Easter Saturday on the extended tour of Victorian towns, Bob White reports that the Chariot met with the greatest reception since its triumphant arrival in Melbourne.

No fewer than 60,000 people on Easter Saturday, and 75,000 again on Monday witnessed this Roman spectacle at the head of the Easter procession.

After this most successful reception, Bob headed for Castlemaine, then in order, Daylesford, Newstead, Maryborough, Clunes, Ballarat, Rokewood, Cressy, Winchelsea and Geelong, where he will arrive next Saturday. He arrives at Cressy to-day.

THERE'S PLENTY OF PUNCH IN THE BLUE RIBBON BUNCH.

Product Making Nation-Wide Clean-Up.

PILING UP BIG BOX-OFFICE GROSSES.

RECORD EASTER.

CONSISTENTLY maintaining a money pace all over the country, release after release of Paramount pictures definitely prove that the big box office level of our product is not a temporary accident, but a permanent and gradually growing accomplishment.

Equalling, and in some cases topping the money pull of "The Ten Commandments", "The Sign of the Cross" is making a sensational clean-up. Thanks to this picture, the Sydney Prince Edward, the Melbourne Capitol, the Regents in Auckland and Wellington, all recorded a record Easter week business.

Previous releases are holding up to the money line splendidly. "No Man of Her Own" had a great week at the Sydney Empire, whilst suburban and country exhibitors are reporting phenomenal business with "If I Had a Million". Following closely on the heels of "The Sign of the Cross" comes another money giant in "A Farewell to Arms". This picture is now ready for release, and those who have seen it predict it to even surpass "The Sign of the Cross" figures at the box-office. The Head Office boys are at present working on a huge campaign for this one, and you can rest assured that it will be sold to the public in the same big way as "The Sign of the Cross".



Helen Hayes and Gary Cooper in a romantic scene from "A Farewell to Arms," one of the most powerful stories ever.

MR. HICKS TELLS ABOUT MORE MONEY PICTURES.

HEREWITH is some more first-hand information from Mr. Hicks regarding some of our forthcoming money pictures. Read and digest every word. "Thar's gold in them thar films":

"FROM HELL TO HEAVEN".

"When a hundred thousand millionaires, pickpockets, gamblers, pleasure ladies, sport fans and plain folks jam the hotels on race night at a famous horse race, when the majority have staked their last dime on the outcome of a few frenzied seconds—what secret dramas, emotions, comedies and tragedies seethe in this strange melting pot! 'From Hell to Heaven' catches the swift-rushing story. Carole Lombard, Dick Arlen, Frances Dee, John Lodge and a thousand more."

"TONIGHT IS OURS".

"Noel Coward's 'The Queen Was in the Parlor' is perhaps one of the most successful stage plays he has ever written. Those of you who know the work of the famous British playwright can imagine it as a picture with that great romantic team of Claudette Colbert and Fredric March in the leading roles. 'The Queen Was in the Parlor' has been given the screen title of 'Tonight Is Ours' and definitely ranks as one of the prize money pictures of the year."

IT'S IN THE AIR... "PARAMOUNT FOR 1933".

Our Back Page of Front Page News

FOR YOUR Information by Reg Felton

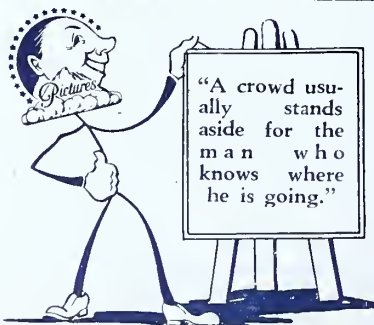
The formally titled "The Story of Temple Drake", has undergone a slight title change, and will be released as "Shame of Temple Drake"... Miriam Hopkins has been definitely assigned the leading role, and a newcomer, Jack La Rue is next on the cast, then comes William Gargan, William Collier, Jr., Irving Pichel and Sir Guy Standing... Sir Guy, attained knighthood in 1919 for services rendered as a commander in the British Navy... Studio officials claim that "International House" is destined to be undoubtedly one of the finest musicals to be produced by Paramount... "International House" has names! names! names! the glamour of Peggy Hopkins Joyce; comedy of Fields; the popularity and melodies of Rudy Vallee; the laughter and box-office draw of Burns and Allen; the beauty of Maritza; all tend to make Paramount's "International House", a bigger "Big Broadcast"... "Men of To-morrow" and "That Night in London", both Paramount British productions have arrived here in Australia, and are reported quite up to the Paramount box-office standard... The Marx Bros. have decided once again to change their new picture to "Grasshoppers", which they recently abandoned as unsuitable... Elizabeth Young, Lona Andre, Gail Patrick, Shirley Grey, Walter Abel and Jack La Rue have all been awarded Paramount contracts.

Personalities

Wellington Whispers: Here's how the girls of Wellington office spent the Easter vacation, which was blessed with glorious weather... Verna Browne golfed at Paekakariki... Dorothy Carson sailed the bright blue seas at Eastbourne... Alberta Fitzgerald caravanned to Otaki Beach... Pam Mallett was lured to the races at Taherenikau... Beth MacGregor hiked... and Molly Anderson cast her vote for picnics round about Wellington... The press and public of both Auckland and Wellington are most eulogistic about "The Sign of the Cross", which is now playing to capacity houses in both cities...

The matrimonial sphere was well represented by ex-Paramounteers last week. Mrs. Starr (nee Miss Be Knowles) said "I will" on Saturday 22nd April at Parramatta... Miss Pearl Turner walked the aisle on Monday, 24th April in Melbourne... Both these girls started with Paramount in the New Zealand office... Miss Gibson of the Brisbane Branch is at present spending a very enjoyable holiday in Sydney.

THINK IT OVER.



The Check-Up by Len Jones

I HAVE just seen pulls of our latest three-colour Courier prepared for "Madame Butterfly", and believe me the design, lay-out and superb colour scheme has never been surpassed by any previous Courier. I am confident that with such a splendid production to back up our sales, there can be no alibis from any Branch which fails to record quantities of this valuable advertising medium. Samples are this week being forwarded to the Sales force.

Orders received for a total of 70 x 24 sheets on three pictures give some indication of how Albert Nicholas, Melbourne Ad. Sales Manager, is watching his sales of every revenue producing item.

George Hayes, of Launceston, has advised of an increased order of an additional 2 x 24 sheets obtained from the Avalon Theatre, Hobart, for every special and long run production.

W. Bignell, Adelaide Ad. Sales Manager, and Max Lovett, of Sydney branch, also report additional business obtained by personal visits to suburban showmen. The former sold 3,000 couriers on "Movie Crazy" and the latter 10,000 couriers on "Trouble in Paradise". Both orders were in addition to exhibitors' usual requirements.



Paramount

Vol. 7.—No. 18.

May 3, 1933.

PUNCH

FOR 1933

CONGRATULATIONS TO MR. HICKS.

LAST Saturday I received a message of good news from Mr. Shauer. It was one of the most pleasing cables I have ever received from the Home Office. The contents informed me of the promotion of Mr. Hicks to one of the highest executive positions in the organisation, that of Vice-President and Director of the International Corporation.

You boys and girls of the Blue Ribbon Bunch, I know, will be just as happy over this news as I was when I received it. I have cabled congratulations to Mr. Hicks, in which I know each and everyone of you join me. I have also pledged him your continued loyalty and co-operation, assuring him that he may enter into his new responsibilities safe in the thought that the Blue Ribbon Bunch are still with him 100 per cent.

Mr. Hicks' promotion comes as a reward for the splendid service and loyalty he has given the company for almost twenty years.

Once again, Mr. Hicks, from the bottom of our hearts we say . . . "Congratulations".

William J. Clark

Managing Director.

Published every Wednesday by Paramount Film Service Ltd., Head Office, Sydney, Australia, in the interests of the Paramount organisation in Australia, New Zealand and the Far East.

Reg Kelly—Editor.



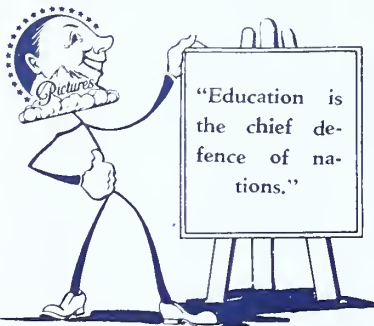
The Lowdown by Rambler

ALL Paramounteers and trade in general agog over news of Mr. Hicks' appointment to high executive position... Money sweep of Paramount pictures continues throughout the nation... "Blonde Venus", starring Marlene Dietrich shatters all Empire Theatre records on Saturday... Advance sales predict sensational season... Preparations well underway for the release of "A Farewell to Arms"... the picture that every theatre-goer has been anxiously awaiting... Head Office Paramounteers preparing for a night out on Friday, when a staff dance will be held at the Arts' Club... "Madame Butterfly" announced as the next attraction to follow "The Sign of the Cross" into Sydney Prince Edward Theatre... Just to remind you that Paramount is *STILL* the greatest name in show business.

"MOVIE CRAZY" CONTEST.

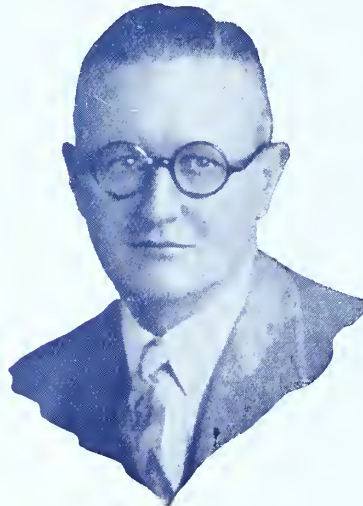
The Harold Lloyd "Movie Crazy" Exploitation Contest, for which £75 in prize money will be awarded will close on May 31.

THINK IT OVER.



HIGH EXECUTIVE POSITION FOR MR. HICKS.

MR. WILLIAM J. CLARK received cabled advice on Saturday last from Mr. Shauer to the effect that Mr. Hicks had been promoted to a high executive position in the organisation.



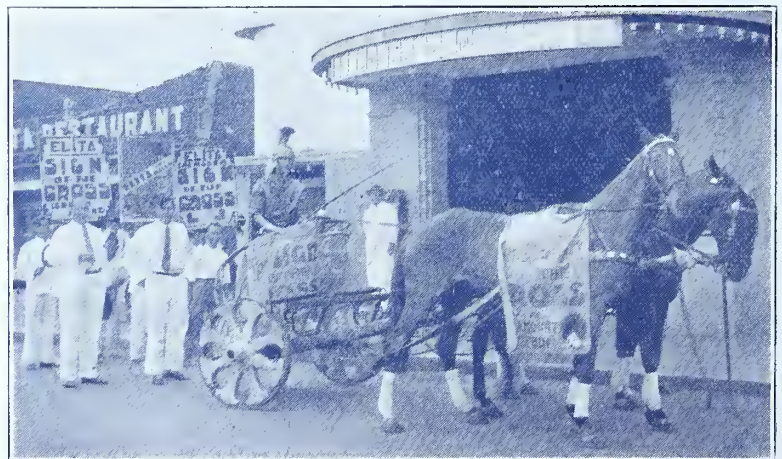
John W. Hicks, Jnr.

Effective immediately, Mr. Hicks will occupy the position of Vice President and Director of the Paramount International Corporation, with headquarters in New York.

The Paramount International Corporation is the subsidiary company handling the interests of the Foreign Department.

It is just a year ago since Mr. Hicks left Australia for New York, where he was given control of Australia, New Zealand, the Far East, Great Britain, South Africa, India, China and Japan. This further appointment places him in one of the biggest executive positions in the entire organisation.

"SIGN OF THE CROSS" CHARIOT IN THE FAR EAST.



Andre Olsen (left) and Exhibitor F. Buse, of the Elita Theatre, Bandung, Java, with Paramount's "Sign of the Cross" Chariot from Road Show No. 4.

THERE'S PLENTY OF PUNCH IN THE BLUE RIBBON BUNCH.

Two Lucky Australians For Hollywood.

**"THE SEARCH
FOR BEAUTY".**

BIG CONTEST.

**THEATRES, NEWSPAPERS,
RADIO STATIONS, ALL TO
BE TIED UP.**

INFORMATION just received from New York by Mr. Clark, advises that Paramount will send two Australian persons—a man and a woman—to Hollywood very shortly, to appear in the forthcoming Paramount picture, "The Search for Beauty".

Paramount shall immediately announce and organise a big nation-wide exploitation contest through theatres, newspapers and radio stations to find a perfect man and perfect woman in talkie talent. Mr. Clark has appointed John E. Kennebeck to organise the campaign. Full details and the names of the judges in the national contest to find the two lucky persons whom Paramount will send to Hollywood will be announced next week. Meanwhile, every Paramounteer is asked to spread the news and enthusiasm of this announcement.

In addition to the two Australian persons to be sent to Hollywood to appear in "The Search for Beauty", Paramount is conducting similar contests in six other English speaking countries. The winners will appear in the same picture, with eight men and eight women winners from various parts of America.

TO-NIGHT IS OURS



Fredric March and Claudette Colbert teamed together again in Noel Coward's "To-night is Ours," available soon for early release.

The Australian winners will receive:—

1. A contract to appear in the Paramount picture, "The Search for Beauty".
2. Transportation to and from Hollywood.
3. Salary of 50 dollars per week for a minimum of five weeks.
4. Hotel accommodation in Hollywood during the weeks of their engagement.
5. Opportunity to share in the 2000 dollar Grand Prize to be divided between the one man and the one woman registering the best performance in the Paramount picture, "The Search for Beauty".

**Spread the good news of
this contest right now!**

PARAMOUNT CLUB STEPS OUT!

Members of the Paramount Club are going to make whoopee at the Club Dance to be held at the Arts' Club on Friday next. The energetic committee is arranging several surprises and novelties for the folk who are lucky enough to be able to get tickets.

"MADAME BUTTERFLY"

FOR PRINCE EDWARD.

AFTER a most successful five weeks' season at the Sydney Prince Edward Theatre, "The Sign of the Cross" on May 10th, will make way for Paramount's "Madame Butterfly".

General Manager, Mel. G. Lawton, with Mr. Kennebeck, has already an impressive advertising and publicity campaign outlined for the new picture.

STUDIOS BUSY.

ELEVEN pictures were before the cameras during April at the Paramount studios. Productions being filmed were, "A Bedtime Story", "The Song of Songs", "Supernatural", "The Eagle and the Hawk", "International House", "Dead on Arrival", "I Love That Man", "The Song of the Eagle", "Sunset Pass", "Don't Call Me Madame", "Apartment Nine", "College Humor", "The Trumpet Blows", "Hock Shop", "Stairs of Sand", "On Probation", "Gambling Ship", "Baby in the Ice Box", and a new Sylvia Sidney picture as yet untitled.

IT'S IN THE AIR... "PARAMOUNT FOR 1933".

Our Back Page of Front Page News

FOR YOUR
Information
by
Reg Felton

THE Paramount Hollywood Studios, are at present creating an international appearance... Paris and Berlin are just three feet apart, while, across the street, are Wu-Hu, China, the South Seas, and New York City... With nine pictures in production, Paramount "set" builders, are busy supplying the necessary "atmosphere" for widely separated localities... "International House", is laid in modern China; "The Song of the Eagle" in 1933 Chicago; "A Bed-time Story" in present-day Paris; "The Eagle and the Hawk" in war-time France; "Supernatural" in modern New York; "The Song of Songs", in Berlin 1907; "The Shame of Temple Drake", in the southern states of America; "Terror Aboard" on a yacht in the south seas and "Pick-Up" in New York... Charlie Ruggles, now appearing in his twenty-fifth Paramount Picture since joining the organisation, three years ago, has signed a new long term contract... It will be remembered, that he made his film debut in "Gentlemen of the Press", and, from that day to this, has devoted his talents, solely, to the screen. He now heads the cast of the forthcoming, "Murders in the Zoo", and later in "Terror Aboard"... Although Ruggles' current contract does not expire for quite a period, the new one was drawn up, to insure his services for a number of future productions...

Personalities

BILL McKEOWN of the N.S.W. Booking Dept., and Dick Winch of the Head Office Despatch are both out on the road on "The Sign of the Cross"... Quite a number of the Head Office Paramounteers braved the rain on Saturday last to witness the "Head of the River" boat races... and quite a sum of money changed hands on the results... Dot Plows of H.O. Accounts is holidaying at the Blue Mountains... Jim Fleming of the same department, is spending his annual vacation on a tour of the South Coast... Hermann Flynn once again directing the preliminary arrangements for the Movie Ball... Hermann has held the position of secretary for every ball, but for this one, he takes a rise in titles to Organiser... which reminds us "a rose by any other name, etc."...



The Check-Up
by Len Jones

HEREUNDER is a complete memo received from H. Quincey on April 28. Ad. Sales Managers please note:—

"I am attaching a requisition covering an indefinite number of star colour paints. We have sold 88 paints and have orders for a further 33, making a total of 121 sold. We expect to sell quite a lot more, and note from "Punch" of April 19th that Sydney is the only branch which has sold any of these paints. Will you therefore please ask all other branches to forward their supplies to Brisbane if they are unable to dispose of them? We will sell a large quantity of the paints on Carroll, Cooper, Brook, Arlen and Colbert that you have available in Head Office; but also want paints for Powell, Dietrich, Bancroft and Francis, which H.O. cannot supply. We would be pleased to receive same as soon as possible."

Henry, who was the winner of the September Drive, is certainly a live-wire Ad. Sales Manager, and never loses an opportunity of placing extra revenue lines. What have you other boys been doing to promote sales of this item?

Max Lovett, Acting Sydney Ad. Sales Manager, has requested the writer, per medium of this column, to issue a challenge to Albert Nicholas, Melbourne Ad. Sales Manager, that he will sell the greater number of three-colour couriers on "The Sign of the Cross".



Paramount

Vol. 7.—No. 19.

May 10, 1933.

PUNCH

FOR 1933

PLAY THE GAME WITH THE STUDIO!

THE future of any company depends on its ability to make profits. Profits in our business can only come when we get for our pictures MORE than their negative and distribution costs.

Never before in the twenty years life of our company have we had better pictures to sell. Hit after hit in rapid succession has come from our Studios. The industry as a whole has acknowledged the superiority of Paramount this year.

If we do not get the best possible results for our pictures this year, we are not "playing the game" with our Production Department. If we let them down, ours will be the responsibility for retarding the progress of Paramount.

There is no chance now for any one of us to justify our continued employment by our company except on performance. What successes we may have had in past years may be gratifying and comforting, but we are going to be judged on what we do from now on.

This is no small undertaking or light responsibility. It is going to call for more of our time—more of our efforts—and more of our loyalty than we have been asked for in other years.

If each one of us does his share, Paramount will continue to be THE GREATEST NAME IN PICTURES




William Clark

Managing Director.

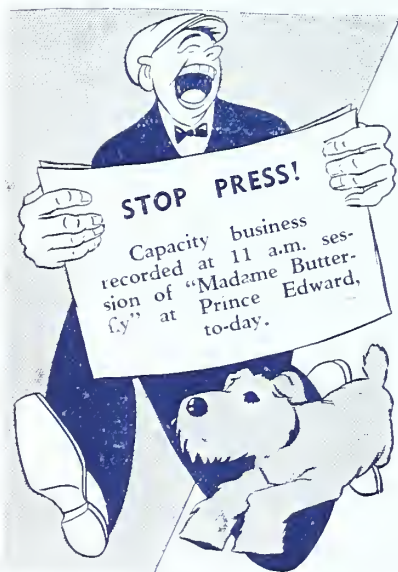
Published every Wednesday by Paramount Film Service Ltd., Head Office, Sydney, Australia, in the interests of the Paramount organisation in Australia, New Zealand and the Far East.

Reg Kelly—Editor.



The Lowdown by Rambler

"Sign of the Cross" is setting electric records toppling everywhere and exhibitors, wanting to be in on the big money, are clamoring for early dates... Paramount's "A Search for Beauty" contest to send an Australian girl and an Australian man to Hollywood will be definitely underway next week... Start plugging it right now with exhibitors, because they are to be given an excellent chance of tying-up with the contest to the benefit of increased box-office returns... Read what we have to say about "A Farewell to Arms" in this issue of "Punch"... Read also the sensational performance put up in New York by Mae West's picture, "She Done Him Wrong"... All Branch Managers, Salesmen, Bookers, and Ad. Sales Managers are requested to watch carefully all advertising on "Madame Butterfly"... it must NOT be advertised as the opera...



"SHE DONE HIM WRONG"



CLICKS IN NEW YORK.

AFTER playing three weeks at the Paramount Theatre, New York, "She Done Him Wrong" has been transferred to the Rialto for an extended season. This is the first time that a picture has been held over for three weeks in that theatre.

During the first week's screening, the picture was seen by no less than 129,000 people.

In addition to many other details of the tremendous success enjoyed by Mae West's initial starring vehicle, Albert Deane writes: "The picture is doing the same amazing business wherever screened in the United States."

"SIGN OF THE CROSS" MONEY SWEEP CONTINUES.

THE money sweep throughout the nation by "The Sign of the Cross" is raging like a bush fire. Records are toppling everywhere. Box office returns to date definitely prove Mr. Clark's statement, made some months ago, that "The Sign of the Cross" would be our biggest money spinner in years.

THERE'S PLENTY OF PUNCH IN THE BLUE RIBBON BUNCH.

PARAMOUNT PUNCH.

"A FAREWELL TO ARMS".

"A Farewell to Arms", one of the most outstanding pictures of the year is now ready for release. Its Australasian premiere will take place shortly at the Sydney Prince Edward Theatre following the...

WHEN Paramount first decided to make "A Farewell to Arms", it was the ambition of our Production Executives to make a picture that would go down in history as the supreme love story of the talking screen. And they have certainly accomplished what they set out to do. . . here is a picture that will stir your very soul . . . a picture that will live for ever in your memory.

In bringing this beautiful story to the screen, Paramount left very little to chance. Frank Borzage, who won the Academy Medal for the best director's perform-



Gary Cooper and Helen Hayes, who are responsible for the romance in "A Farewell to Arms."

ance of the year was borrowed from Fox to direct the picture.

MASTERPIECE OF THE SCREEN.

... current season of "Madame Butterfly". Mr. Clark expects "A Farewell to Arms" to gross just as much money as "The Sign of the Cross".

Helen Hayes, another Academy winner, who received the coveted medal for the best actress' performance by her work in "The Sin of Madelon Claudet", was brought from M-G-M for the role of Catherine. Gary Cooper was given the role of Lieut. Frederic Henry and Adolphe Menjou that of Major Rinaldi. You can see that all Hollywood was combed for the right players for the right roles.

"A Farewell to Arms" is not a war picture, but a romance whose tenderness is intensified by the roughness of its background. Here is a picture that stands out, alive, among movies. A pictorial achievement, indeed!—Reg. Kelly.

PREMIERE TO-NIGHT.

"MADAME BUTTERFLY".

ONE of the most beautiful pictures our Studios have ever given us, "Madame Butterfly", will enjoy its Australian premiere to-night at the Sydney Prince Edward Theatre. The public has certainly been anxiously awaiting the picture, as the tremendous advance bookings indicate.

With a strong cast, headed by Sylvia Sydney, Cary Grant and Charlie Ruggles, this stirring romance of Japan is sure to enjoy a good season.

TRUTH IN ADVERTISING.

"MADAME BUTTERFLY" is a picture that must be sold to the public by truthful advertising. On account of the general opinion that the picture is the opera, you must see that it is emphasised in all advertising that it is not the picturisation of the opera, but a romance of Japan. The picture is based on John Luther Long's book, filmed against a background of Puccini's operatic music.

"A SEARCH FOR BEAUTY".

PLUG CONTEST.

NEXT week a leading Metropolitan newspaper in every capital city will carry the details of Paramount's national contest to find the perfect Australian girl, and the perfect Australian man, to be sent to Hollywood to appear in the picture, "A Search for Beauty". The contest will be the most gigantic ever conducted in this country. Every Paramounteer is asked to watch carefully for the details of the contest, and to give it their 100 per cent. co-operation.

IT'S IN THE AIR... "PARAMOUNT FOR 1933".

Our Back Page of Front Page News

FOR YOUR Information by Reg Felton

LEYLAND HODGSON, Russell Scott and Kenneth Howell, stage and screen actors, join "The Eagle and the Hawk"... Randolph Scott gets the lead in Zane Grey's "Stairs of Sand"... Sam Coslow and Arthur Johnston, hit song-writing team, assigned to work together on "College Humor"... Shirley Grey and David Manners cast to work together in "Dead on Arrival" formerly titled ("Police Surgeon")... Harold Entwistle and Alexander Pollard, character actors, join "Supernatural"... Claudette Colbert's next production for Paramount will be "Apartment Nine"... Verna Hillie is fourth Panther Woman to get Paramount contract... "Bottom of the Sea" selected by Charles R. Rogers as the eighth production of his current group... Lenore Coffee and Dean Markham join Paramount writing staff... Vivienne Osborne cast as the villainess in "Supernatural"... Lionel Atwill replaces Richard Bennett in "The Song of Songs"... Doris Malloy signed as writer to adapt "Mike" for the screen... Johnny Hines, leading comedy star of silent pictures, signed for lead comedy role in "Dead on Arrival"... Rian James, ace scenarist, signed to adapt "On Probation"...

HAIL!

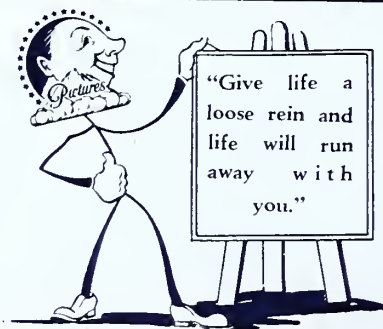
**"THE SIGN OF THE
CROSS"**

Personalities

BERT KELLY has just returned from a successful trip through the Western District of Victoria, where he signed the exhibitors up for "The Sign of the Cross".

Marjorie Adler of H.O. Accounts is at present spending her annual vacation at San Souci... Neil Ackland left yesterday for Muswellbrook, where he will enjoy the country environment... Thelma Willett is vacationing at Lake Illawarra... John Carroll is back at his desk after his recent illness... Head Office golfers seem to be striking form... Mr. Gawler recently won one of the biggest events of the season at Bonnie Doon... and Dick Winch opened up the season with two wins in succession... Owen Goodland, one of the Head Office juniors lead a big field at Pymble last Saturday to register his first win... General Manager Hurworth was just about striking winning form when he lost his ball at the Lakes some weeks ago, which has kept him out of the recent competitions.

THINK IT OVER.



The Check-Up by Len Jones

THE popularity of Paramount couriers is well evidenced in our Ad. Sales Departments. Orders for large quantities have, in recent weeks, been pouring in from all branches.

The demand for 24-sheets and other Ad. Sales items has also been excellent, and Ad. Sales figures for the month of April give us our best business for a considerable time. The figures for week ending April 29th, were the best recorded this year, and I am certain that, with the splendid product we are at present releasing, this year's Ad. Sales business will be the best for some time.

I have received a memorandum from A. Nicholas, Melbourne Ad. Sales Manager, in which he states that he accepts with pleasure the challenge of Max Lovett, of Sydney Branch, to sell the greater number of couriers for "The Sign of the Cross". Albert states that he is quite confident that he will top Sydney's figures. Up to date, sales of these couriers in each Branch will be carried in next week's "Punch".

Max Lovett, Acting Sydney Ad. Sales Manager, is to be congratulated on the excellent business he is doing in his Branch. Max has just completed the hat trick, having exceeded Quota for the last three consecutive weeks.

Paramount

Vol. 7.—No. 20. May 17, 1933

PUNCH

FOR 1933

TWELFTH ANNUAL PARAMOUNT WEEK.

FROM September 2 to 9 next we shall be celebrating our 12th Annual Paramount Week. Although it is still four months away, NOW is the time to get started on your Sales Campaign, which should not only include Paramount Week, but the remainder of the month of September.

Our Paramount Week and September month campaign this year will be along similar lines as those previously held. Quotas are now being set by myself and Mr. Hurworth, and these, together with detailed information, will be in the hands of all Branch Managers very shortly.

Once again the Paramount Week Exploitation Shield will be offered for competition among exhibitors putting over the best campaigns.

Our product this season is better than it has been for years, and, with business conditions generally on the improve, I am looking to big things from you boys in the field for the coming month of September.

Extra revenue comes from extra dates, and, to get these additional bookings, you must start right now on your drive to put a Paramount picture on the screen of every possible account during Paramount Week and the following weeks in the month of September. Let's Go!

William J. Clark
Managing Director.

Published every Wednesday by Paramount Film Service Ltd., Head Office, Sydney, Australia, in the interests of the Paramount organisation in Australia, New Zealand and the Far East.

Reg Kelly—Editor.



The Lowdown by Rambler

Just four months to Paramount Week, which will be celebrated this year September 2 to 9 . . . Just four short months to line up those additional dates which will bring in the extra revenue needed to put the week over . . . And whilst you're on the job of extra dates for Paramount Week . . . don't forget the remaining weeks of the month of September . . . The stage is all set for the launching of Paramount "Search for Beauty" contest which will be conducted solely by theatres screening Paramount Pictures . . . It's up to you boys in the field to make most of this as a sales lever. . . There are numerous ways in which you can use the contest as a revenue producer . . . Mr. Hicks has cabled the good news that Fraulein Dietrich remains with Paramount . . . She has just completed "The Song of Songs" and is at present spending a vacation in her native Germany . . . She will return to Hollywood in August to make two pictures for the 1933-34 Group . . . Herbert Marshall is another box-office favourite who returns shortly to Hollywood to fulfil the remainder of his Paramount long-term contract . . . Paramount has signed Dorothea Wieck the sensational German star . . . Pronounced "Veek" if you want to know . . . "The Sign of the Cross" is piling up fresh box-office records everywhere, according to the avalanche of wires received daily at Head Office . . . "Madame Butterfly", too, is doing very nicely at the Sydney Prince Edward Theatre where it is now in its second week . . . Just to remind you that Paramount is *STILL* the greatest name in show business . . .

DIETRICH TO STAY.

REMAINS WITH
PARAMOUNT.

SIGNS NEW CONTRACT.

JOHN W. HICKS, JNR., Vice President of Paramount International Corp. has cabled William J. Clark to the effect, that despite rumours to the contrary, Marlene Dietrich definitely remains with Paramount, having just signed a new contract. The new agreement calls for two pictures to be directed by Von Sternberg, the first of which will commence production in September.



Marlene Dietrich.

GET SET NOW FOR
PARAMOUNT
WEEK,
SEPTEMBER 2 — 9.



DOROTHEA WIECK. Signed By Paramount.

THE Home Office announces that we have just signed Dorothea Wieck, the sensational German star to a long term contract. Miss Wieck (pronounced "Veek") scored a phenomenal success in the German production "Maedchen in Uniform".

Albert Deane writes that she has just arrived in New York, and plans for her first picture are already underway. "It has been decided," he writes, "to give Miss Wieck an advance advertising campaign similar to the one put behind Dietrich, because we are sure she will blossom out as a very definite screen personality. Of course, her first picture will not reach you until the 1933-34 Group, but you can be sure in advance that it will be a very worthwhile production."

THERE'S PLENTY OF PUNCH IN THE BLUE RIBBON BUNCH.

PARAMOUNT'S "SEARCH FOR BEAUTY"



Jack Oakie and Fredric March in "The Eagle and the Hawk." Cary Grant and Carole Lombard are also in the cast.

PARAMOUNT CHAMPIONS.

B.O. SURVEY SHOWS.

PARAMOUNT'S leadership once again flashes from the pages of trade publications to exhibitors as "Motion Picture Herald" (U.S.A.), in its March 11 issue, announces that of the seven January Box Office Champions, two of the seven are Paramount Pictures. The other companies were represented by one each.

The two Paramount pictures which, according to the "Motion Picture Herald" extensive survey, are in the list of the seven greatest grossers for January are "A Farewell to Arms" and "Sign of the Cross". Others chosen were "Strange Interlude" (M-G-M), "Animal Kingdom" (RKO), "Silver Dollar" (F.N.), "The Kid from Spain" (U.A.) and "Had to Get Married" (U.).

NATION - WIDE CONTEST.

FINDING AUSTRALIA'S PERFECT MAN AND WOMAN.

TREMENDOUS interest throughout the press, public and trade in general has been aroused with the announcement made last week by Mr. Clark, that Paramount would offer a screen career to a perfect Australian girl and a perfect Australian man.

The contest to find these two lucky Australians, who will receive a trip to Hollywood and a part in the Paramount picture "The Search for Beauty", will be conducted solely by theatres screening our Product. In this way, the contest will give a boost to the box-offices of the nation, and will also be an aid in the selling of Paramount Pictures.

This week a special bulletin will be sent out to all exhibitors asking them to write, wire, or phone Head Office for the necessary permission to conduct the contest in their district. The Prince Edward Theatre, Sydney, and the Capitol Theatre, Melbourne, have already been appointed to conduct the contest in those cities.

Finalists of each State will be decided by photographs, with screen tests being made of the State winners. These tests will be forwarded to our Hollywood Studios for the final judging, which will be carried out by a committee of noted Paramount directors.

The contest will be unques-



For the first time with Paramount, James Dunn and a newcomer, Gloria Stuart in "Dead on Arrival."

HERBERT MARSHALL.

BACK TO PARAMOUNT.

AFTER having recently left Hollywood for London, where he has appeared in several British pictures, Herbert Marshall will return to the Paramount Studios, with whom he skyrocketed to fame in "Trouble in Paradise" and "Evenings for Sale" and again in "Blonde Venus".

Marshall returns about June to continue production activities under his long term contract.

tionably the biggest ever conducted in this country, and the publicity derived from it will be invaluable.

Branch managers and salesmen should not overlook the big factor of the contest . . . and that is, that only exhibitors screening Paramount pictures can cash in on the contest.

IT'S IN THE AIR . . . "PARAMOUNT FOR 1933".

Our Back Page of Front Page News

FOR YOUR *Information* by Reg Feltton

IN addition to the eight features that are now before the cameras at the Hollywood Studios, Paramount is preparing to place eleven others in work... Productions being filmed are "A Bedtime Story", "The Song of Songs", "Supernatural", and "The Song of the Eagle"... Within the next few weeks, five of the additional eleven will have commenced production... "Sunset Pass", "Don't Call Me Madame", "Apartment Nine", "College Humor" and "The Trumpet Blows"... then following closely, "Hock Shop", "Stairs of Sand", "On Probation", and "Gambling Ship"... Dealing briefly with the aforementioned pictures, "A Bedtime Story", as you know, is Chevalier's next... "The Song of Songs" has Marlene Dietrich and Brian Aherne, who replaces the earlier intended Fredric March; "The Eagle and the Hawk", an aerial story with Fredric March, Richard Arlen and Cary Grant with Carole Lombard opposite; "International House" and "College Humor", both coming musicals with a string of popular artists, including Bing Crosby, Rudy Vallee, Richard Arlen and the comedy team of Burns and Allen; "The Song of the Eagle", a story of legalised beer in U.S.A., has Richard Arlen, Charles Bickford and Mary Brian; "Sunset Pass", a western, with Randolph Scott, Kent Taylor and Kathleen Burke... Just for your... information...

Personalities

LOTTERY luck has been coming the way of some of the Head Office Paramounteers... John Carroll of Mr. Kennebeck's Department, collected £10 on Friday last, whilst Tom Bowden of the H.O. Accounts will receive a cheque for half that amount as a result of Monday's drawing... Jim Thornley of our own Capitol Theatre, Melbourne, is at present in Head Office discussing future release for that theatre with Mr. Clark... Bob White is back in Sydney, after an absence of some months, during which time he has learned something about horses... and Roman means of transportation... Dick Winch, manager of the Head Office Shipping Department is at present assisting the Sales Force on a special clean-up drive on "The Sign of the Cross"... Dick is out on an extensive tour of N.S.W.... Mick Stanley is looking after things during his absence from the office...

THINK IT OVER.



The Check-Up by Len Jones

AS predicted in a recent issue of "Punch", the three-colour couriers for "Madame Butterfly" are certainly proving a popular line with showmen. W. Bignell, Adelaide Ad. Sales Manager, sold a total of 15,000 to the Rex Theatre, which quantity is exactly three times Adelaide's usual quota of couriers, and it is a long time since a single order of such a quantity has been reported from this branch. Max Lovett, of Sydney branch, also sold 10,000 of these couriers to the Prince Edward Theatre.

Extra business, per medium of sales letters to Country exhibitors, is reported from Brisbane, Adelaide and Sydney. Henry Quincey having sold an additional 1,000 couriers and 500 specs for "Movie Crazy"; W. Bignell 2,000 couriers on "The Strange Case of Clara Deane" and two "God Save the King" titles, and Max Lovett additional pennants, photos and hired items for "The Sign of the Cross". All of this extra business illustrates the value and importance of sales letters as a follow up on all orders for Specials and Long Run productions.

"The Sign of the Cross" courier sales contest between Sydney and Melbourne is on. Figures to May 11th favour Max Lovett, with sales of 52,750 as against 35,750 by Albert Nicholas.

Paramount

Vol. 7.—No. 21.

May 24, 1933.

PUNCH

FOR 1933

GREEN LIGHTS AHEAD!

THE right of way for better Paramount Sales is clear.

Danger lights and obstructions have given way to green safety lights and clear paths, for under arrangements concluded last week, Paramount Pictures will be screened in every possibility of General Theatres throughout Australia. This means that Paramount Pictures will again be screened in all of the best theatres in the Commonwealth, including practically every one of General Theatres' suburban theatres, as well as first release houses in Sydney and Melbourne.

In Adelaide, The Rex will continue to be Paramount's first release house.

In Perth, The Grand will screen Paramount first. The Plaza in Launceston and The Avalon in Hobart will also continue to play Paramount's first releases in those cities.

General Manager Craig in New Zealand has sold Paramount in every possibility to the national circuit of Fuller-Hayward Theatres.

The whole face of the first release situation in Australia and New Zealand is now clear and beneficial for Paramount to forge ahead to every other possibility that is open.

Everyone of us can be proud of our Product. In such pictures as "TONIGHT IS OURS", "MADAME BUTTERFLY", "A FAREWELL TO ARMS" and more to come, Paramount has Box Office attractions that every Exhibitor wants. It is up to us now to see that our Product is sold to every possibility.

The first release right of way is clear. Green lights ahead!

LET'S GO!

William J. Clark
Managing Director.

Published every Wednesday by Paramount Film Service Ltd., Head Office, Sydney, Australia, in the interests of the Paramount organisation in Australia, New Zealand and the Far East.

Reg Kelly—Editor.



The Lowdown by Rambler

READ the good news in Mr. Clark's leading article in this issue of "Punch" of the finalisation of our contract with General Theatres . . . First releases in all centres are now assured . . . First release under new agreement will be "Luxury Liner" and "Night After Night" for the Regent Theatre, Sydney on June 3 . . . Melbourne Branch hold the honor of being first in with a Paramount Week Contract . . . With early concentration by the branches, our first releases assured, together with the high quality of our product, Paramount Week this year should be a bumper one . . . Read the sensational story on this page of the New York opening of Maurice Chevalier's "A Bedtime Story" . . . Start talking about Paramount's mammoth "Search For Beauty" Contest . . . Have just seen "Tonight is Ours" . . . Here is a box-office natural . . . Just to remind you that Paramount is still the greatest name in show business.



"BEDTIME STORY" WOWS 'EM!

SENSATIONAL
NEW YORK
OPENING.



BIGGEST IN
THREE YEARS
AT RIVOLI.

THE Rivoli's (N.Y.) biggest opening day business in three years is credited to Paramount's new Chevalier production, "A Bedtime Story", according to Harry Buckley, vice president and general manager of United Artists Theatres Corp.

A total of 10,272 patrons jammed the Rivoli on Wednesday, April 19, as against 9,400 on "Love Me Tonight", the previous Chevalier production, which played that theatre.

Despite a drop in the admission prices, a gross of 5,600 dollars was rung up for the opening day of "A Bedtime Story".

At the Paramount in Los Angeles, the Chevalier production, now in its second week, is doing a 50 per cent. over average business for that house.

"I LOVE THAT MAN."



Edmund Lowe and Nancy Carroll in a scene from Paramount's "I Love That Man". Others in the cast are Robert Armstrong, Lew Cody, and Dorothy Burgess.

THERE'S PLENTY OF PUNCH IN THE BLUE RIBBON BUNCH.

"THE SEARCH FOR BEAUTY" CONTEST.

SINCE the special bulletin was mailed to all exhibitors last Saturday, offers have been literally pouring in to the office of John E. Kennebeck from live wire showmen who want to cash in on the contest to send an Australian man and girl to Hollywood. The Prince Edward Theatre, Sydney, and our own Capitol Theatre, Melbourne were the first theatres appointed to conduct the contest in those cities.

Every Paramounteer is urged by Mr. Kennebeck to immediately acquaint themselves with the full details of the contest, and start talking about it.

"The Search for Beauty", which is open to all single Australian men and women, be-

MAIL TRIBUTE.



"I'll take my hat off to you, Cecil B. deMille," exclaimed a fan in America after he had seen "The Sign of the Cross" for the fifth time—and he promptly sent his hat through the mails to the director.

PANTS A LA DIETRICH.



We'll say Dietrich and her pants vogue are getting more publicity than Hitler and his shirts.



Marlene Dietrich caught by the "Punch Casual Cameraman" rehearsing her lines for "The Song of Songs."

tween the age of 17 and 30 years, will open officially on June 9. The closing date will be announced in two weeks' time.

Remember this! Sanction to conduct the contest will be granted to only those theatres screening Paramount pictures.

PLEASE NOTE!

ALL correspondence regarding the "Search for Beauty" Contest, must be addressed to the office of John E. Kennebeck, Director of Publicity and Advertising, Head Office, Sydney.

SEPT. 2-9 IS PARAMOUNT WEEK!

EVERY member of the Sales Force is urged to concentrate right now on the forthcoming 12th Annual Paramount Week, which will be celebrated this year, September 2 — 9.

All branches will receive a special letter this week from General Sales Manager "Bill" Hurworth, giving detailed information of the allocation of special quotas for both Paramount Week and the month of September.

Following Mr. Clark's special letter, and his message in the last issue of "Punch", Melbourne was the first to respond, and holds the honor of being first in with a contract. Who's going to be the first with a good sized batch?

NEW MUSICAL.



Here's Director Eddie Sutherland handling the "Cellophane Chorus" in "International House". He is studying the scene through a light filter—a little gadget that brings out all the—er—finer points of the costumes.

IT'S IN THE AIR... "PARAMOUNT FOR 1933".

Our Back Page of Front Page News

FOR YOUR *Information* by Reg Felton

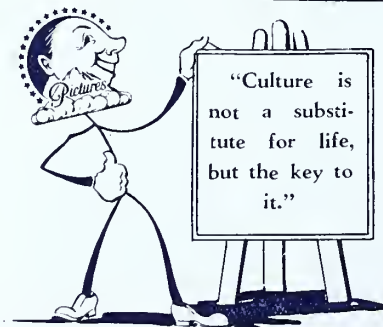
"Apartment Nine", announced as a coming production for Claudette Colbert and Cary Grant, has undergone a title change, and will be released as "Disgraced"... in addition "On Probation" is changed to "Suspended Sentence"... Edmund Lowe and Wynne Gibson head the cast of this picture... The cast of "Supernatural" has been completed with the signing of Willard Robertson, whom you will remember as "Skippy's" Dad... Robertson joins a list of players, including Carole Lombard, Allan Dinehart, Vivienne Osborne, Randolph Scott and a number of others... Ralph Rainger, composer of "Please" and other song hits, will make his debut as a motion picture player in Marlene Dietrich's "Song of Songs"... Paramount has purchased Noel Coward's stage hit, "Design for Living", and James Hagan's "One Sunday Afternoon"... Noel Coward, by the way, is responsible for the current hit "Cavalcade"... Verna Hillie, a finalist in the recent "Panther Woman" contest, launched by Paramount throughout America, has been assigned the feminine lead in "Under the Tonto Rim", opposite Stuart Erwin and Raymond Hatton... Charlie Ruggles has just been assigned a role opposite Alison Skipworth and Mary Boland in "Don't Call Me Madame"... Charlie considers the role his best comedy opportunity to date... Just... for your information...

Personalities

J. A. GROVES, General Manager of the Far Eastern Department, who has been in India for the past six months, is at present on his way back to Head Office... He will arrive on the "Nieuw Holland", expected here on June 7... George Nacard, Branch Manager at Perth arrived in Sydney yesterday. He is combining business with pleasure... Bill Hagon, who resigned from the Melbourne Branch last week, was presented with a travelling rug by Melbourne Paramounters... Bert Kelly, Melbourne Branch Manager, is at present holidaying with his family in the mountains... Believe it or not, but Stan Craig has been bitten rather severely by the golf bug... Pam Mallett of the Wellington office, was entertained by her office associates last week to celebrate her 21st birthday...

GET SET NOW FOR
**PARAMOUNT
WEEK,**
SEPTEMBER 2 — 9.

THINK IT OVER.



The Check-Up by Len Jones

A MOST outstanding Ad. Sales order for "The Sign of the Cross" was taken by N.S.W. Ad. Sales from Civic Theatre, Newcastle. Here are the quantities sold:— 9 x 24 Sheets; 200 x 1 Sheets; 10,000 Three-colour Couriers; 2000 Puzzles; 100 Souvenirs; Six-column Stereo; 6 Sets 11 x 14 Photos; 8 x 10 and 14 x 17 Photos; Road Show Unit; Trailer.

Figures in "The Sign of the Cross" courier sales contest between Sydney and Melbourne as at May 18th indicate that Max Lovett, with sales of 67,000 is increasing his lead over Albert Nicholas, who has now sold 43,250. However, Albert is certainly on the job, and Max will need to keep hard at it to maintain his lead.

A feature of last week's business was the splendid sales of 24-sheets made by Albert Nicholas, Melbourne Ad. Sales Manager. Some of the larger sales were sixteen for "If I Had a Million", fourteen on "The Big Broadcast" and six for "Evenings for Sale". These are the best single orders of 24-sheets from any branch in a long time.

Henry Quincey and Max Lovett have been out chasing extra business, and getting it. Both report sales of Nu-Style Lobby Stands.

Paramount

Vol. 7—No. 22.

May 31, 1933.

PUNCH

FOR 1933

"A BEDTIME STORY".

ONE of the principal things that makes Maurice Chevalier so great an international star is his adaptability in appearing in a number of types of roles, each one of them equally attractive. You must well recall that his first appearance in "Innocents of Paris" revealed him as a down-to-earth human being whose affection for a child led him into all sorts of misfortunes from which he emerged laughing and singing. Then you got another type of Chevalier as the dashing officer in "The Love Parade". You got him again in an American setting in "The Big Pond", and then he switched to Paris once more in "Playboy of Paris". Again to a mythical kingdom in "The Smiling Lieutenant"; back to Paris in "One Hour With You" and to Paris again in "Love Me Tonight".

One might well say that thereupon he completed a circle, which seemed high time for him to flip merrily back to his first love—a picture of the type of "Innocents of Paris".

However, it is my happy fortune to tell you that "A Bedtime Story" is more than that. A great deal of the happy, carefree spirit of "Innocents of Paris" is to be found in this picture, but romance has not been forgotten, and the music is just as you always expect it to be in a Chevalier picture. Good, infectious music too, and three grand songs.

William Clark

Managing Director.

Published every Wednesday by Paramount Film Service Ltd., Head Office, Sydney, Australia, in the interests of the Paramount organisation in Australia, New Zealand and the Far East.

Reg Kelly—Editor.



The Lowdown by Rambler

THE Contest is underway with a smash... Exhibitors everywhere are cashing-in... Radio stations and newspapers are co-operating... The stunt will undoubtedly be the biggest Contest of its kind ever promoted here... Great things are expected of "Tonight Is Ours", which opened to-day at the Sydney Prince Edward Theatre for an extended season... "It's another 'Love Parade' without music", says General Manager Mel Lawton... "Over the top in September" is the slogan set for the drive for extra business for the coming 12th Annual Paramount Week, and the remaining three weeks in September... Quotas have just been set by General Sales Manager "Bill" Hurworth... Baby Leroy in Chevalier's "A Bedtime Story" is going to prove a positive sensation... Yes, Sir, a sensation... start plugging this youngster now for all you are worth...



THEATRES CO-OPERATE.

GREAT PUBLIC INTEREST.

RADIO HELPS CONTEST.

WITH the announcement that Paramount's "Search For Beauty" Contest would be conducted solely by theatres, enquiries have been pouring in from exhibitors anxious to cash-in on the competition to send a perfect Australian man and woman to Hollywood for a screen career.

Mr. Clark announces that official sanction to conduct the Contest has been given to the following theatres; Prince Edward, Sydney; Capitol, Melbourne; Rex, Adelaide; Grand, Perth; The Birch, Carroll and Coyle Circuit throughout Queensland; Orpheum, North Sydney; Prince Regent, Bairnsdale, Vic.; the Capitol, Canberra; Plaza, Launceston, and Avalon, Hobart.

Station 2GB, one of the most popular radio "B" Class stations in Australia, is co-operating with the Sydney Prince Edward Theatre on the Contest for the city of Sydney. That theatre has already started off with a smash campaign. One half of the foyer has been made into a very attractive lobby display. It has been furnished as an office, with a girl in attendance all day answering questions and accepting entries. Station 5AD is co-operating with the Rex Theatre "Search for Beauty" Contest in Adelaide.

With the coming release of Paramount's "King of the Jungle", Australians will see Buster Crabbe, America's perfect man, who was given the



Here's Buster Crabbe, star of "The King of the Jungle," considered to be America's perfect man. Can we produce a chap here to beat him?

part following an exhaustive test among the athletes in the recent Olympiad at Los Angeles. Buster was adjudged the most perfect specimen of manhood competing in the Olympic Games, and therefore was given the part of Kaspa in "King of the Jungle".

Final judging of the "Search for Beauty" competitors will take place in Hollywood by a committee of directors, from screen tests made of the Australian State winners.

OUR SYMPATHY.

P"UNCH", on behalf of all Paramounteers, extends deepest sympathy to Hermann E. Flynn, Advertising Manager, on his recent sad bereavement, when he lost his dad. Mr. Flynn, Snr. died suddenly on Friday morning last.

THERE'S PLENTY OF PUNCH IN THE BLUE RIBBON BUNCH.

"OVER THE TOP IN SEPTEMBER"

GENERAL SALES MANAGER HURWORTH SETS SLOGAN FOR PARAMOUNT WEEK AND SEPTEMBER MONTH DRIVE.

QUOTAS SET FOR BRANCHES.

(By W. HURWORTH.)



W. Hurworth.

WITH our first release business now assured in all States, I am certain that, with a concentrated effort by the sales force, we can make this forthcoming Paramount Week (September 2 to 9) the biggest on record. By this time all District and Branch Managers should be in receipt of my letter containing the quotas that have been set for their Branches for Paramount Week and the remaining three weeks of the month of September.

The figures set, I am sure, in each case are fair, and have been arrived at only after a careful check-up on every possibility and analysis of the previous special efforts in each individual Branch. Owing to adverse economic conditions, harder selling and more concentration will be needed more than ever before. Analyse each and every unsold possibility; get after those service contracts for additional business. If every account is visited between now and September, and a call is also made on unsold theatres, there is no doubt that every Branch will reach the quota that it has been set.

The contest has started, and I urge every member of the sales force to go to it now for the drive for increased business during Paramount Week and the month of September.

Let our slogan and our goal be "Over the Top in September".

"I LOVE THAT MAN".



Can you imagine what a team these two will make. Nancy Carroll and the ever popular Edmund Lowe share starring honors in Paramount's "I Love That Man". Robert Armstrong, Lew Cody and funnyman Warren Hymer are also in the cast of this outstanding picture, due for early release.

M'SIEUR BABY!



Here he is, the lovable little Baby Leroy, the little orphan kiddie who is going to give your heart-strings a hard tug when you see "A Bedtime Story." During the making of the picture, this little chap was the pride of the studios. You're going to love him, too, when you see the picture.

"LOVE ME TONIGHT"
TREMENDOUS IN PERTH.

James Stiles, General Manager of the Grand Theatre, Perth, Paramount's first release house in that City wires to Mr. Clark, the following message:

LOVE ME TONIGHT
PLAYING TO MARVELOUS
BUSINESS EVERY DAY
STOP TURN AWAY
BUSINESS EVERY NIGHT
SO FAR DESPITE WET
COLD WEATHER STOP
LONG LIVE CHEVALIER
JAMES STILES

"Love Me Tonight" commenced its season on May 19th and the above telegram is evidence of the tremendous success the picture is enjoying.

IT'S IN THE AIR... "PARAMOUNT FOR 1933".

Our Back Page of Front Page News

FOR YOUR
Information
by
Reg Felton

THE production of "The Eagle and the Hawk" has been completed and the cast, of course disassembled ... Cary Grant and Carole Lombard, both prominently cast in the air picture, have commenced activities again in the production of "Gambling Ship" ... Although little has been heard of George Raft since his last appearance in "Under-Cover Man", Paramount has announced as his next starring vehicle, "The Trumpet Blows" in which he will be seen opposite Miriam Hopkins ... George has just returned to Hollywood after a short visit to the East where he had been making personal appearances ... Mary Astor has been signed by B. P. Schulberg for one of the principal roles in Theodore Dreiser's novel "Jennie Gerhardt" ... Sylvia Sidney has the title role and among the other principals are Donald Cook, H. B. Warner, and Theodore Von Eltz ... Marion Gering is in charge of direction ... Following his most impressive performance in "King of the Jungle", Paramount has retained the services of Buster Crabbe by awarding him a new contract ... Reports reveal that Marlene Dietrich will sing one of Schulbert's most beautiful compositions, titled "Hedge Roses" in her new production "The Song of Songs". In addition, as a decided contrast, Marlene will sing a rhythmic jazz number titled "Johnny" with which she created a positive sensation in Germany where she rendered this number several years back.

Personalities

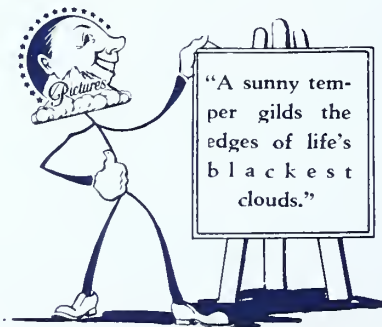
GENIAL George Nacard, Perth Branch Manager, is at present in Head Office, where he is spending most of his time seeing some of the new releases. He will leave for the West on Saturday next.

Frank Deane of Head Office was a partner in a ticket which collected £10 in a recent State Lottery.

The annual tennis tournament is in full swing on the Head Office roof-top. Reg Felton and Owen Goodland, by defeating Jim Fleming and A. W. L. Naylor have qualified for the Men's Doubles Championship, whilst Miss D. Plows and Jim Fleming, by their win over Miss Irving and J. A. Sixsmith have qualified for the final of the Mixed Doubles title. Miss Irving and Miss McLean are a popular fancy for the Ladies' Doubles.

GET SET NOW FOR
**PARAMOUNT
WEEK,**
SEPTEMBER 2 — 9.

THINK IT OVER.



**The
Check-Up**
by Len Jones

FURTHER evidence of the importance of sales letters as a follow up on all mediocre Ad. Sales orders comes from Sydney Branch. Using the special follow up sales letter that was forwarded to the Branches from Head Office, Max Lovett was successful in obtaining an order from a small country exhibitor for the following Ad. Sales on "The Sign of the Cross" in addition to that exhibitor's previous order: 1 x 3 sheet, 6 x 1 sheets, 24 Daybills, 100 Snipes, 100 Souvenirs.

Every Ad. Sales order that does not measure up to the required standard must be followed up, and Head Office advised of any increases obtained.

An excellent Ad. Sales order for the Clifford Circuit in Adelaide was taken by Cecil Abotomey, Branch Manager of that branch, comprising the following Ad Sales for "Love Me Tonight":—1 x 24 sheet, 4 x 6 sheets, 21 x 3 sheets, 16 x 1 sheets, 145 Daybills, 7,000 three - colour Couriers, Slides, Photos, etc.

Max Lovett continues to forge ahead of Albert Nicholas in "The Sign of the Cross" courier sales contest between Sydney and Melbourne. Figures as at May 25th are as follows:—

**Sydney, 77,750 Couriers.
Melbourne, 43,750 Couriers.**

Paramount

Vol. 7—No. 23.

June 7, 1933.

PUNCH

FOR 1933

LOYALTY.

NEVER before, in the history of Paramount, has the company had a better right to demand a greater and more successful effort from every individual in its employ. Paramount, above all others in this industry, has always stood for opportunity and fair treatment for every individual in its ranks. Now is the time for every employee to make his or her loyalty and effort a definite tangible thing, which, by its results will prove to our Home Office executives that theirs has been the right policy.

Our task to-day, regardless of our position, assumes the nature of a sacred obligation. No duty, however trivial, is to be shirked or glossed over.

An intensive effort must permeate our entire organisation if ours is to be a job well done. Our loyalty to-day must not be a passive thing, but should be a vital stimulating force that will carry this company to the road that leads to permanent prosperity for Paramount and every individual in it.

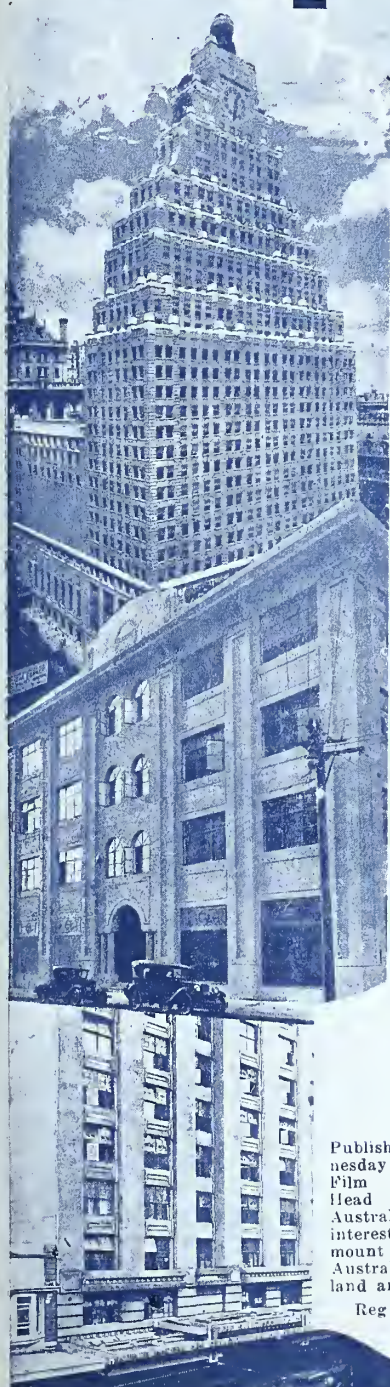
Paramount has always led the procession; the road is rougher, the climb is tougher, but we have a background and a tradition that will not permit failure. We can and will lead the way out.

William Clark

Managing Director.

Published every Wednesday by Paramount Film Service Ltd., Head Office, Sydney, Australia, in the interests of the Paramount organisation in Australia, New Zealand and the Far East.

Reg Kelly—Editor.





CONDOLENCES.

The sympathy and condolences of his many friends in Paramount are extended to Tom Hurney, of the Head Office Accounts Department, whose dad passed away suddenly on Tuesday last.



Marlene Dietrich as she appears in "The Song of Songs".

CONTEST OPENS.

"THE SEARCH FOR BEAUTY"

CLOSING DATE FOR THEATRES.

PARAMOUNT'S "Search For Beauty" Contest to find a young Australian girl and man to send to Hollywood officially opens to-morrow, June 8. The closing date will be announced next week.

Branch Managers are advised to inform exhibitors that after June 17, no further official sanction will be given theatres to cash in on the contest. If there is an exhibitor in your territory contemplating conducting the contest in his district, advise him to immediately get in touch with John Kennebeck, otherwise he might be left out in the cold.

Theatres participating in the Contest are as follows:—

South Australia: Rex, Adelaide.

Victoria: Capitol, Melbourne; Prince Regent, Bairnsdale.

New South Wales: Prince Edward, Sydney; Orpheum, North Sydney; Hurlstone Park, Hurlstone Park; Civic, Newcastle; Five Ways, Paddington, Capitol, Canberra.

Queensland: Regent, Brisbane, Strand, Toowoomba; Wintergarden, Ipswich; Bungalow, Maryborough; Wintergarden, Bundaberg; Wintergarden, Rockhampton; Wintergarden, Townsville; Palace, Gaynah.

Tasmania: Plaza, Launceston; Avalon, Hobart.

West Australia: Grand, Perth.



Here is the special one-sheet poster printed for theatres conducting the "Search for Beauty" Contest.

REVIVAL WEEK.

AND WHY NOT?

REVIVAL weeks appear to be the order of the day in many American theatres, where the new plan has proved more than profitable.

The idea is to announce a week as a revival week of Paramount hits on Parade. On each night of the week, some early Paramount favorite will be screened for that night only the next night to be taken up by the screening of another hit, and so on until the week is completed.

This is a particularly attractive plan for wide awake bookers and salesmen to launch during the coming Paramount Week where contracts permit.

THERE'S PLENTY OF PUNCH IN THE BLUE RIBBON BUNCH.

YEAR'S BEST FILMS AHEAD!

CREAM OF SEASON'S PRODUCT STILL TO COME.

GOOD food tastes best when you're most hungry. It should be great news to Paramounteers to know they're going to get some of the best pictures of the year from our studio in the weeks between now and the end of the year.

With the cold weather here, this is the season when theatres need good pictures most and have the toughest time finding them. The theatre man who buys from Paramount will have no such problem this year. He can play outstanding attractions. Here they are:—

MAURICE CHEVALIER in "A BEDTIME STORY".

This is the Chevalier picture of your dreams. The public and you have been long asking for a Chevalier that combined the gaiety and glamor of "THE LOVE PARADE" with the down-to-earth emotion and appeal of "INNOCENTS OF PARIS". You've got it in "A BEDTIME STORY". And a baby shares honors with the great Maurice! The scenes between the celebrated French star and Baby LeRoy are the best you've ever witnessed in a Chevalier picture. Not to speak of the sprightly songs, the love story between Chevalier and two lovely ladies, Helen Twelvetrees and Adrienne Ames, and the hilarious comedy between Maurice and Edward Everett Horton and others. This is one of the biggest money-makers of the year on anybody's programme!

"THE STORY OF TEMPLE DRAKE".

No picture will be as much talked about AFTER the public has seen it. It's daring and sensational. It handles a powerful theme in a frank and punchful manner. It lays bare the soul of a modern girl as it has never done before. Everything in it is in the best of taste but emotions are not spared. It's a terrific human document and it's ENTERTAINMENT PLUS.

"THE SONG OF THE EAGLE".

It's a picture big as its title. Jean Hersholt, Richard Arlen, Charles Bickford, Mary Brian, Louise Dresser, George Stone and other favorites are spotted in the all-star cast.

"INTERNATIONAL HOUSE".

Paramount answers the demand for musicals in the spectacular manner with this one as its first. Look at the cast: Burns and Allen, W. C. Fields, Peggy Hopkins Joyce, Rudy Vallee, Sari Maritza, Stuart Erwin, Bela

Lugosi, Baby Rose Marie and Cab ("Minnie the Moocher") Calloway and his Band. Dazzling with beautiful women, sparkling with melodious songs, roaring with comedy, surprising with novelty, backed by a fine story that is truly different, this one packs more entertainment than five ordinary pictures and sets a new pace for musicals.

"THE EAGLE AND THE HAWK".

The whole industry gives the Paramount studio credit this year for introducing more pictures with daringly new themes than all the rest of Hollywood combined. Here's a new surprise trick out of our showmanship bag. An air story without a stunt flyer in it, a yarn that searches the secret souls of the flyers and, without a wasted foot, presents a dramatic thunderbolt. Fredric March, great as he was in "DR. JEKYLL AND MR. HYDE", Cary Grant, Jack Oakie, Carole Lombard and a host of others in the cast.

"COLLEGE HUMOR".

Remember "SWEETIE"? It made a fortune. Here's a 1933 musical of the same type, but bigger, fresher, much more outstanding! Gay with youth and melody. Rollicking with humor. With a cast headed by Bing ("BIG BROADCAST") Crosby, Richard Arlen, Jack Oakie, Burns and Allen and others to make box offices glad.

"SUPERNATURAL".

Another melodrama. The amazing tale of a female "Jekyll and Hyde," innocent by day, and alluring siren by night. Produced by the makers of "WHITE ZOMBIE". Carole Lombard, Randolph Scott, H. B. Warner, Allan Dinehart heading the cast.

"THE TRUMPET BLOWS".

Since "BLOOD AND SAND" you've been waiting for Paramount to make another super-romance of the bull-ring. Here it is. The drama that

READ 'EM AND REAP!

"A BEDTIME STORY".
"THE STORY OF TEMPLE
DRAKE".
"THE SONG OF THE EAGLE".
"INTERNATIONAL HOUSE".
"THE EAGLE AND THE
HAWK".
"COLLEGE HUMOR".
"SUPERNATURAL".
"THE TRUMPET BLOWS".
"JENNIE GERHARDT".
"DISGRACED".
"IDENTITY UNKNOWN".
"HER BODYGUARD".
"GAMBLING SHIP".

will make George Raft a star. Heading a fine cast that includes Jack LaRue and others.

"JENNIE GERHARDT".

Theodore Dreiser's famous masterpiece is now in production with Sylvia Sidney, H. B. Warner, Donald Cook and others in the cast.

"DISGRACED".

What happens in a modern big city apartment house where every type of human, saint and sinner, is packed under one roof—and a beautiful girl was all types in one. This picture tears off the roof and dares to tell the truth. Claudette Colbert, lovelier than ever heads the cast.

"IDENTITY UNKNOWN"

Here Paramount invades another seething phase of human life and shows you the great human drama through the eyes of a hard boiled but sentimental laughing but loving ambulance driver, Jimmy Dunn of "BAD GIRL" fame.

"HER BODYGUARD".

A millionaire hires a handsome roughneck as body guard for his diamond-studded lady-love to keep other men away from her and the bodyguard, after a whirl of adventures and laughs, steals the dame. Eddie Lowe is the bodyguard and Wynne Gibson is the lady. Imagine!

"GAMBLING SHIP".

Twelve miles off-shore is the floating Monte Carlo. America's newest pleasure rendezvous. The gilded background of one of the smartest, liveliest and most gripping melodramas of the season. Cary Grant, Frances Dee and Charlie Ruggles already in the cast, with many others to be added.

Our Back Page of Front Page News

FOR YOUR Information by Reg Felton

WYNNE GIBSON and Edmund Lowe will be co-starred in the B. P. Schulberg-Paramount production "Her Bodyguard", a comedy of Broadway... Production will commence as soon as the scenario is prepared, under the direction of William Beaudine... "Her Bodyguard", a romance of a fabulously jewelled Broadway butterfly, is based on the story, "Nine Points of the Law", by Carey Ford... This will mark the second teaming of Wynne Gibson and Edmund Lowe, who have appeared previously in "The Devil Is Driving"... A newcomer, Donald Cook has been selected for the lead opposite Sylvia Sidney in "Jennie Gerhardt", the Theodore Dreiser story... Alison Skipworth has been selected to appear in support of Marlene Dietrich in "Song of Songs", together with Brian Aherne, noted stage star... "Midnight Club" was recently purchased by Paramount and announcements reveal that Clive Brook and George Raft have been selected to play prominent parts... Johnny Hines is the latest reported to be staging a come-back... Johnny, you will no doubt remember, was for many years one of the screen's leading comedy stars in silent pictures... He has been signed by Paramount for his second important role since his recent come-back, and will appear in "Dead On Arrival", the cast of which now includes, Ricardo Cortez, Gloria Stuart, David Manners and Shirley Grey.

Personalities

MR. J. A. GROVES, General Manager of the Far East Department, arrived in Sydney to-day, after a year in his territory, the last six months of which was spent in India.

Frank Kennebeck, of the Capitol Theatre, underwent an operation for appendicitis on Saturday last. He is progressing favorably and will be back at his desk in a few weeks.

Cleave Shepherd is the latest Lottery winner. He will receive Mr. Whiddon's cheque for £40.

Claude Henderson is at present having a bout with Old Man 'Flu. Nothing serious.

The Melbourne Branch is welcoming a new Paramounteer in Miss Miriams.

GET SET NOW FOR
PARAMOUNT
WEEK,
SEPTEMBER 2 — 9.

THINK IT OVER.



The Check-Up by Len Jones

ONE-COLOUR couriers for "Tonight Is Ours" are now off the press, and samples have already been despatched to the sales force. The attractive cover, excellent scenes and make-up of this courier will appeal to all who have any sense of showmanship.

Max Lovett, Acting Sydney Ad. Sales Manager, reports further additional Ad. Sales business for "The Sign of the Cross". Per medium of follow up sales letters, he sold a country exhibitor, in addition to his previous order, 60 Daybills, 1,000 Couriers, 200 Souvenirs and one S/c. Stereo. What about reports of additional business from you and other Ad. Sales Managers?

Well, it certainly looks as though Max Lovett is having it all his own way in "The Sign of the Cross" courier sales contest. Latest figures indicate that Max has almost doubled Albert Nicholas' sales. There is, however, still a long way to go, so here's hoping that Albert will at least make a race of it. Figures at June 1st are as follows:—

Sydney, 83,750 Couriers.
Melbourne, 43,750 Couriers.

Film contracts covering Paramount Week and Month of September bookings are now beginning to reach Head Office from the branches, and it behoves every Ad. Sales Manager to follow up these contracts.

Paramount

Vol. 7.—No. 24.

June 14, 1933.

PUNCH

FOR 1933

"THE SEARCH FOR BEAUTY".

ONCE again Paramount scoops the industry with another piece of showmanship. The Studios must be congratulated upon evolving the idea of the International "Search For Beauty" Contest.

The significant feature of this world-wide Contest is its practical selling angle for the ultimate benefit of the box-office. The publicity attending the selection of the perfect specimens of youth and beauty all over the world cannot help but arouse a mass curiosity that will sell tickets when the picture opens.

Without even considering the merits of the picture itself, I feel no hesitancy in predicting the box-office success of "The Search For Beauty", solely on the strength of the tremendous publicity which is resulting from this Contest.

The Contest hits the peak of imaginative and resourceful showmanship. It merits the whole-hearted backing of every man in Paramount.

The handling of this Contest is going to bring extra work on the shoulders of the boys in the field, but I charge you to give the Contest your 100 per cent. co-operation.

William J. Clark

Managing Director.

Published every Wednesday by Paramount Film Service Ltd., Head Office, Sydney, Australia, in the interests of the Paramount organisation in Australia, New Zealand and the Far East.

Reg. Kelly—Editor.



Contest News.

JULY 8.

CLOSING DATE.

MANY ENTRIES.

THE announcement that the "Search For Beauty" Contest will definitely close on July 8, means that theatres will have to speed up their campaigns.

In contests of this nature the general public usually adopt a "look see" policy, waiting to see who's entering before making their own decision, with the result that entries are usually slow until the last two weeks. However, our big ads. in Sunday's press have brought in a flood of entries.

A special tie-up has been effected with the Sydney "Women's Weekly" and together with the announcements from 2GB the contest is getting plenty of publicity.

The Capitol Theatre, Melbourne has tied-in with the Melbourne "Herald" for a daily plug on the contest. Bob White is at present in that city handling the contest activities.

Photographers everywhere are co-operating with window displays and advertisements.

Entries being received are of a very good standard generally, and from those already in it looks like we will be able to send a fairly representative couple to Hollywood. Strange to say, at the Sydney Prince Edward Theatre, the male entries are greater than those being received from the fair sex.

PRINCE EDWARD LOBBY DISPLAY.



Here's how the Sydney Prince Edward Theatre has gone out after the "Search for Beauty" contest. One half of the foyer has been made into "Contest Headquarters."



Remember—
PARAMOUNT WEEK,
September 3—9.

PERSONALITY PLUS!

Of the twelve most interesting personalities in New York picked by D. W. Griffith, famous motion picture director, there is only one woman on the list and that woman is Mae West. The Associated Press, in commenting on the choice says: "Mae West of the theatre might well take a bow."

Forcefulness of Miss West's personality is further borne out by a well-known critic in New York, who writes in to say that he has seen "She Done Him Wrong" four times. "It is hard to say what appeals so much to me in the picture, but I like it better every time. In my opinion, it is one of the most entertaining pictures I ever saw."

THERE'S PLENTY OF PUNCH IN THE BLUE RIBBON BUNCH.

Bert Kelly Throws Down The Gauntlet

TITLE CHANGES.

"SONG OF THE EAGLE" has been chosen as the title of the Charles R. Rogers beer-return story, formerly titled "THE BEER BARON," featuring Richard Arlen, Mary Brian, Jean Hersholt, Charles Bickford, Louise Dresser and Andy Devine.

"DISGRACED" is the new name for the production featuring Claudette Colbert and William Hargigan, formerly known as "APARTMENT 9".

"SUSPENDED SENTENCE" is the working title of B. P. Schulberg's production which previously bore the title of "ON PROBATION," and which will feature Wynne Gibson and Edmund Lowe.

BIG LINE-UP OF TALENT.

"INTERNATIONAL HOUSE".

YOU can expect a musical of musicals in "International House". Specialties include some of the outstanding personalities in radio, such as Rudy Vallee, Cab Calloway and his orchestra, Baby Rose Marie, Col. Stoopnagle and Budd and the Girls in Cellophane furnish other entertainment.

The acting cast is headed by Peggy Hopkins Joyce, W. C. Fields, Stuart Erwin, Sari Maritza, Lona Andre, George Burns and Gracie Allen, Joyce Murray, one-time featured player who is included in the chorus of 24 dancing girls, and Sterling Holloway.

PARAMOUNT WEEK AND SEPTEMBER MONTH DRIVES.

CHALLENGES ALL BRANCHES.



Bert Kelly.

Mr. Clark wrote every member of the sales force on the necessity to get out immediately after those extra playing dates for Paramount Week and September Month. Bert Kelly was the first into action in forwarding to Head Office the next week the first Paramount Week contract, and now Bert, in a special letter to "Punch", throws down the gauntlet to every other Branch Manager in setting forward the challenge to lead the field in this special Drive. Bert writes:—

"Melbourne Branch has always been conspicuous in every Paramount Sales Contest, and I want you to challenge every Branch Manager through the columns of 'Punch', that I will accept any reasonable wager from a handkerchief to a suit of clothes, that this Branch will return a higher percentage over our quotas set."

Any takers?



Pretty Helen Twelvetrees and charming Maurice Chevalier, who make an excellent team in the telling of "A Bedtime Story."

PARAMOUNT BUYS TWO STAGE HITS.

BROADWAY SENSATIONS.

TWO outstanding hits of the New York stage were purchased by Paramount. They are Noel Coward's stage hit, "Design for Living" and James Hagan's "One Sunday Afternoon", which also is having a successful Broadway run.

"Design for Living" is easily the most popular show in New York at present and the race to obtain screen rights has been spectacular.

"One Sunday Afternoon", was produced by Leo Bulgakov of the Moscow Art Theatre and has received high and repeated commendation by critics. Its story combines the Gay '90's with the present day in a diverting and novel fashion.

IT'S IN THE AIR... "PARAMOUNT FOR 1933".

Our Back Page of Front Page News

FOR YOUR Information by Reg Felton

FOURTEEN pictures, representing the most spirited activity witnessed in recent years in any motion picture studio, will have commenced production, at the Paramount Hollywood Studios within the next few weeks. . . "The Song of Songs", "Jennie Gerhardt", "College Humor" and "Gambling Ship", are among those most recently completed, with the additional fourteen being made up of: "Midnight Club" with George Raft and Sir Guy Standing. . . "Disgraced" with Claudette Colbert, Bruce Cabot and Adrienne Ames. . . "Her Bodyguard" with Edmund Lowe and Wynne Gibson. . . "One Sunday Afternoon" with Gary Cooper. . . "Mama Loves Papa" with Charlie Ruggles and Mary Boland. . . "I'm No Angel" starring Mae West. . . "Stairs of Sand" with Randolph Scott and Buster Crabbe. . . "Three Cornered Moon" with Richard Arlen, Mary Boland and Lyda Roberti. . . Chevalier is preparing for "The Way to Love". . . "This Day and Age", a DeMille picture. . . "To the Last Man", Randolph Scott and Kathleen Burke. . . "Chrysalis" with Miriam Hopkins, Fredric March and George Raft, and the fourteenth is "Big Executive", with Cary Grant playing the title role. . . Laurence Stallings, co-author of "What Price Glory" is a recent addition to the writing staff. . . Just for your information. . .

Personalities

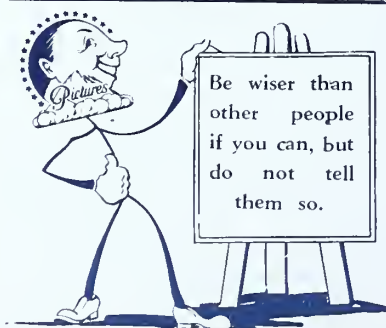
J. A. GROVES, General Manager of our Far Eastern Department will return to his territory in a few weeks.

Frank Kennebeck is well on the road to recovery following a recent operation.



Here is the beautiful canteen of solid silver and cutlery presented by Viner and Hall Ltd., to the woman winner of the "Search for Beauty" Contest. The cabinet is valued at £200 and is at present on display in the lobby at the Prince Edward Theatre.

THINK IT OVER.



The Check-Up by Len Jones

ONE of the most attractive three-colour couriers that it has ever been our privilege to handle has been prepared for "A Farewell to Arms". The striking and colourful cover, romantic scenes, excellent copy and superb colour scheme leave nothing to be desired, and I feel sure that all showmen approached on this courier will avail themselves of large quantities.

Cabled requisition was this week received from Paul Verdayne, Singapore Branch Manager, for a further 5,000 three-colour couriers on "The Sign of the Cross". Paul also reports a further sale of titles for "God Save the King", and, during the last week, good sales of these titles have also been reported from Sydney, Brisbane and Wellington branches.

The following are extracts from two memos received by J. E. Kennebeck regarding anticipated Paramount Week and September Month business.

From W. Bignell, Adelaide Ad. Sales Manager:—

"I will make every effort to exceed quotas set for this branch to assist you in keeping your pledge to Mr. Clark and Mr. Hurworth."

From Max Lovett, Acting Sydney Ad. Sales Manager:—

"This department will spare no effort to achieve and exceed quotas set for Paramount Week and September Month."

Paramount

Vol. 7.—No. 26.

June 28, 1933.

PUNCH

FOR 1933

THE MUSICALS ARE COMING.

THE tremendous success of "The Big Broadcast" demonstrated that the public want musicals again, and want plenty of them. And so Paramount always in the vanguard in sensing public tastes have concentrated on the production of musical pictures during the past few months with the result that right now we have a line-up of musical pictures and musical comedies to satisfy the wants of exhibitors and public alike.

Kate Smith's picture, "Hello, Everybody!" with six big song hits is at present playing to steady business at the Sydney Lyceum. Next Wednesday we will release Chevalier's "A Bedtime Story" at the Prince Edward Theatre. There are four grand numbers in this picture.

"International House" a snappy musical comedy is already here and ready for release. It features a tremendous cast of screen, stage and radio favorites. There are four song hits and plenty of dancing. The Cellophane Ballet will be a riot.

"College Humor" is just completing production. This will be another "Sweetie", and studio officials are backing it to be the best musical in years. Yes, Paramount, always with its finger on the public pulse is ready with musicals, and good ones, too. The announcement is made that Paramount will figure prominently in the 1933-34 musical movement, having already definitely scheduled eight more pictures.

William F. Clark

Managing Director.

Published every Wednesday by Paramount Film Service Ltd., Head Office, Sydney, Australia, in the interests of the Paramount organisation in Australia, New Zealand and the Far East.

Reg Kelly—Editor.



MUSICALS . . .

Contest Nearing Conclusion.

WINNERS LEAVE AUGUST 23.

A LITTLE over a week remains before the closing date (July 8) of "The Search For Beauty" Contest. Special instructions have been forwarded to all Contest Managers by John E. Kennebeck in regard to the judging, and it is essential that all dates be strictly adhered to.

The Studio's production schedule calls for the picture "Search For Beauty" to commence work early in October, which makes it necessary for the Australian national winners to leave Sydney on August 23. Therefore, it is necessary for the Contest Managers in

the various branches to see that Mr. Kennebeck's instructions, as contained in the Supplementary Manual, are carried out to the letter.

Your co-operation is vital!

AN ACCEPTANCE.

"PUNCH" is in receipt of the following letter from Cecil Abotomey. It speaks for itself.

"Will have great pleasure in accepting Bert Kelly and George Nacard's challenge for Paramount Week, and would suggest that you allow both of them to make their own wagers. Would have wired you in this matter only for Economy Campaign."

Now what about it Bert Kelly and George Nacard?

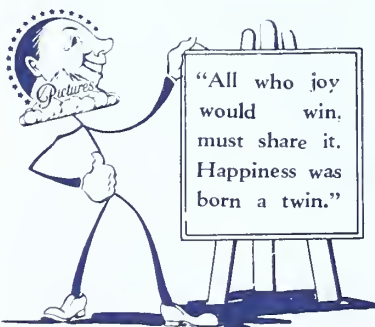


The ever popular W. C. Fields and Gracie Burns whom you will see in "International House" with Rudy Vallee, Stuart Erwin, Sari Maritza and a score of others.

A CORRECTION.

In the last issue of "Punch" was published a report of the donation of £300 worth of clothes to the contest winners by Myers Ltd. of Melbourne. The report stated that the gift was unsolicited. This was an error. The tie-up was the result of several days hard work by Bob White of Head Office and Reg Pollard of the Capitol Theatre. Let's give the boys a big hand.

THINK IT OVER.



"SONG OF SONGS"



Marlene Dietrich and her new leading man, Brian Aherne in a delightful scene from "Song of Songs" . . . Alison Skipworth has one of the major supporting roles.

THERE'S PLENTY OF PUNCH IN THE BLUE RIBBON BUNCH.

14 BOX-OFFICE BLASTERS INTO PRODUCTION WITHIN SIX WEEKS!

... ARE COMING

RECORD PRODUCTION ACTIVITY.

LEADING the entire industry in production activity, and creating a record for the Hollywood Studios, Paramount will put fourteen pictures into work within the next six weeks, with the majority of them to go before the camera in July. These will bring the studio's current production activity up to twenty-four pictures, for four are now before the cameras and six are being edited.

The new pictures will include Zane Grey's "Man of the Forest", with Randolph Scott and Verna Hillie; "Three Cornered Moon", with Richard Arlen, Mary Boland, Jack Oakie and Lyda Roberti; "Midnight Club" with George Raft and Sir Guy Standing; "Disgraced", with Helen Twelvetrees, Bruce Cabot, Adrienne Ames, Ken Murray and William Harrigan; "Her Bodyguard", with Edmund Lowe, Wynne Gibson and Edward Arnold; "One Sunday Afternoon", with Gary Cooper, Frances Fuller and Roscoe Karns; "Mamma Loves Papa", with Charlie Ruggles, Mary Boland, Lilyan Tashman, Walter Catlett and George Barbier; "Torch Singer" with Claudette Colbert and Ricardo Cortez; "The Way to Love", starring Maurice Chevalier; "This Day and Age", a Cecil B. DeMille all-star production; "To the Last Man" with Randolph Scott and Kathleen Burke; "Chrysalis", with Miriam Hopkins, Fredric March, Sylvia Sidney and George Raft; "Big Executive",

a Laurence Stallings-Alice Duer Miller story with Cary Grant in the title role, Elizabeth Young and Richard Bennett.

The four pictures now before the camera are "Song of Songs", "Jennie Gerhardt", "College Humor" and "Gambling ship".



Bing Crosby, Richard Arlen, Mary Carlisle, Jack Oakie, Burns and Allen and Lona Andre are all in Paramount's coming musical, "College Humor" . . . Above we see charming Mary Carlisle with Mr. Oakie . . .

"EAGLE", "DRAKE" SOARING INTO BIG DOUGH IN NEW YORK.

BOX-OFFICE WINNERS.

TWO more Paramount pictures are giving a splendid account of themselves at the box-office!

Opening at the New York Paramount recently, "The Eagle and the Hawk" rolled up the biggest three opening days' business at that theatre since "She Done Him Wrong". Picture is getting a tremendous play from New Yorkers, and

has all the ear marks of a real box-office winner.

The week's report on "The Story of Temple Drake", which just completed a run at the New York Paramount shows that it did the best business at that house since "Pick Up" played there six weeks ago. In addition to its New York success, the picture has had fine openings in New Haven, Hartford, Rochester, Kansas City, and other points throughout the United States. Another box-office winner.

IT'S IN THE AIR . . . "PARAMOUNT FOR 1933".

Our Back Page of Front Page News

FOR YOUR
Information
by
Reg Felton

PARAMOUNT has officially announced the successful conclusion of negotiations for the screen rights to "Alice in Wonderland" and the forthcoming picturisation of this Lewis Carroll classic... The production will be filmed with music and an all-star cast, which will include, Charlie Ruggles, Alison Skipworth, Jack Oakie, Charles Lughton and Mary Boland who will portray the principal roles with Norman Taurog tentatively slated as director... For the first time in seven years, Cecil B. DeMille will produce more than one picture during one year. DeMille has signed a Paramount contract, calling for three productions during the 1933-34 season... the first, "This Day and Age", the story of youth's revolt against modern conditions, has commenced production, but there is a likelihood of a title change, probably to "Pay Day"... Following this picture, will be "The End of the World" from a novel titled, "When World's Collide"... this title is also tentative... The third picture will be based on E. A. Robertson's novel, "Four Frightened People"... Frances Fuller, recent star of Broadway's "I Loved You Wednesday", will appear opposite Gary Cooper in his next starring vehicle, "One Sunday Afternoon"... Fay Wray, Neil Hamilton and Roscoe Karns have the major supporting roles, while Stephen Roberts will direct... Just... for your information.

Personalities

BETH MacGregor of the Wellington Branch is sporting a ring on the right finger, and is receiving the proper congratulations.

Gordon Brookes, Brisbane manager is at present enjoying a much needed vacation. District Manager Fred Cawler is holding the fort in his absence.

Claire Griffen of the Brisbane Branch recently resigned her position after nearly eight years with the company. She was presented with a travelling rug by her fellow Paramounteers.

Remember—
**PARAMOUNT
WEEK,**
September 3—9.



The
Check-Up
by Len Jones

BILL BIGNELL, Adelaide Ad. Sales Manager, has certainly been making things move in his branch. His first Ad. Sales order for "The Sign of the Cross" covered the requirements of the Rex Theatre, and is a top-notch, comparing favorably with the best from any other State. Another pleasing feature of Bill's orders to Head Office have been the excellent quantities of 24-sheets and couriers used on recent releases. These include 8 x 24 sheets and 7,000 couriers on "Blonde Venus", 5 x 24 sheets on "Horse Feathers", 10 x 24 sheets and 10,000 couriers on "The Sign of the Cross".

Another excellent chance for all live-wire Ad. Sales Managers to clean up extra revenue is provided with the two-style slides which will in future be available on all Long Run productions. Orders for the first three productions, namely, "Tonight Is Ours", "A Farewell to Arms" and "A Bedtime Story", are already in hand, and supplies will reach Ad. Sales Managers at an early date. See that every exhibitor who screens these productions is approached or notified regarding this new service, and I am sure we will not be disappointed with the results

Paramount

Vol. 7.—No. 27.

July 5, 1933.

PUNCH

FOR 1933

"A MUSICAL RIOT".

I HAVE just received word from the Home Office to the effect that we can expect a musical riot in "International House".

The picture was recently previewed by New York executives, and all voted it as the best musical of the season. My letter reads:—

"Seldom has a picture created such a furore of enthusiasm at the Home Office. Representatives of Loew's, Warners' and other circuits phoned in to say they were crazy about it! Mr. Sam Dembow, Jr. and Leon Netter of our own theatres, were tremendously enthusiastic about it. Everyone felt that its box-office prospects were infinitely more promising than even those of "The Big Broadcast"—one of the biggest grossers of the past—because it had a better story and because of the terrific laugh-bet it possesses in W. C. Fields."

The public want musicals, and I am looking to "International House" to pile up some big grosses.

William F. Clark

Managing Director.

Published every Wednesday by Paramount Film Service Ltd., Head Office, Sydney, Australia, in the interests of the Paramount organisation in Australia, New Zealand and the Far East.

Reg Kelly—Editor.



"ALICE IN WONDERLAND".

Definitely setting at rest a number of conflicting rumors, Paramount has officially announced the successful conclusion of negotiations for the screen rights of "Alice in Wonderland" and the forthcoming picturisation of this Lewis Carroll classic.

The production will be filmed with music and an all-star cast which will include Charlie Ruggles, Alison Skipworth, Jack Oakie, Charles Laughton, and Mary Boland will portray the principal roles. Norman Taurog is tentatively slated to direct the film which will go into production in the near future at Paramount's Hollywood studio.

**MAURICE CHEVALIER TELLS
"A BEDTIME STORY" AT
SYDNEY PRINCE EDWARD.**



FOLLOWING an extensive advertising and publicity campaign by Mel G. Lawton, Paramount's "A Bedtime Story" commenced its Sydney season at the Prince Edward Theatre this morning.

Although observing the fact that Maurice Chevalier is one of our greatest draw cards, publicity space, has, to a great extent, been devoted to the charming little Baby Leroy, who appears in practically every scene after his entrance into the story. The baby has also been prominently figured in all advertising, and we feel sure that the public are wait-

ing for that heart tug that the little fellow will surely give them.

In addition to the outstanding star value, the songs "M'sieu Baby" and "A Park in Patee", both prominently featured in the picture, have been played many times over leading radio stations, and from this source alone "A Bedtime Story" is anxiously awaited.



Remember—

PARAMOUNT WEEK
SEPTEMBER 3 — 9.

PLEDGES FROM AD. SALES BOYS.

**WIDE-SPREAD ENTHUSIASM
FOR PARAMOUNT WEEK
AND SEPTEMBER DRIVES.**

ENTHUSIASM among members of the Sales Force for the forthcoming Paramount Week and the September Drive is running high. Challenges are being tossed about and taken up, and from present indications it looks like being a record Paramount Week.

The Ad. Sales boys are well into the fight for extra revenue, as you will notice from the following pledges received by John E. Kennebeck:

From R. Lawn (Perth):

"Every booking will be followed up with a view to increasing sales above the usual standing orders, and in doing this we should reach quota each week. As far as this branch is concerned, everything will be done to achieve the quotas set, and we shall do our part in making the drive a success in every way."

From O. G. Doepel (W'I'ton.):

"New Zealand pledges that Paramount Week, 1933, will register record figures for Ad. Sales. Our remarkably good product inspires confidence for such a statement."

From Henry Quincey (Bris.):

"I shall do my utmost to make this Paramount Week and Month a record, and promise you the whole-hearted co-operation of this Department, in an endeavour to again bring honor and victory to Brisbane Branch."

"JENNIE GERHARDT"



Sylvia Sidney and her new leading man, Donald Cook, in B. P. Schulberg's "Jennie Gerhardt".

A PANIC!

"EAGLE AND HAWK" AT BROADWAY PREVIEW.

BEFORE a tense audience of distinguished aviators, aviation enthusiasts, army and navy officers, civic officials, trade paper representatives, aviation magazine editors and Home Office executives, an advance screening of "The Eagle and the Hawk" was held at the Astor Theatre on Broadway N.Y., recently. It was unanimously pronounced the most absorbing and thrilling spectacle that the screen has provided in a long time.

"THE SEARCH FOR BEAUTY".

**ALMOST 100 THEATRES
CO-OPERATING IN
CONTEST.**

WITH the closing of Paramount's "Search for Beauty" Contest on Saturday next, July 8, intense public interest is being created right throughout the country. Forty-one theatres conducting the contest in Australia all report excellent entries running into several hundred.

Excellent tie-ups have been made in all centres, resulting in the contest receiving great publicity. In Sydney "The Women's Weekly" have been devoting pages to the contest, whilst Station 2GB have co-operated with excellent air time. For the past five weeks, this station has given the contest nine announcements each day, together with several quarter-hour sessions.

In Melbourne, Frank Kennebeck clicked with a great tie-up with the "Herald" and "Table Talk". In Adelaide "The News" is devoting columns to the contest, whilst in Perth, the "Mirror" is co-operating.

Otto Doepel, conducting the contest in New Zealand, reports 55 theatres co-operating with a newspaper lined-up in each centre.

Remember—
**PARAMOUNT
WEEK,**
September 3—9.

"OVER THE TOP IN SEPTEMBER".

Our Back Page of Front Page News

FOR YOUR
Information
by
Reg Felton

PARAMOUNT has purchased the screen rights to Thomas Mitchell's "Cloudy With Showers"... The author is already Hollywood bound to adapt the story for a screen musical, with Jack Oakie, Burns and Allen, Mari Colman and Elizabeth Young assigned important roles... Leo McCarey, who directed Eddie Cantor in "The Kid From Spain" has signed a long termer with Paramount and, as his first assignment, he has commenced work on "The Great Magoo", which will co-star Fredric March and Miriam Hopkins... Fredric March and Claudette Colbert will be co-starred in a forthcoming production titled "Honor Bright", an original story by Jack Kirkland and Melville Baker... George Raft is back in Hollywood after a personal appearance tour and starts work in "Midnight Club", with Clive Brook and Sir Guy Standing... the story is by E. P. Oppenheim... Claudette Colbert has been switched from a tentative assignment in "Disgraced", to the stellar role in "The Torch Singer"... Helen Twelvetrees will be given the "Disgraced" role and will work under the direction of Stuart Walker... Mary Boland, Richard Arlen and Lyda Roberti have been assigned important parts in "Three Cornered Moon", a coming B. P. Schulberg production... Marlene Dietrich and Josef Von Sternberg will make a further two pictures, but so far suitable stories have not been found... Just for your information...



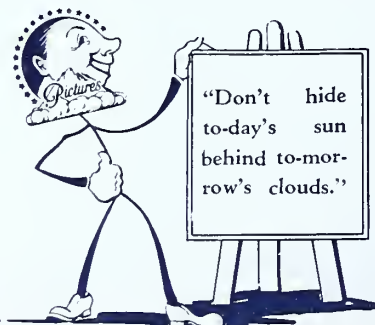
Roscoe Karns and Glenda Farrell in one of the coming season productions "Gambling Ship".

Personalities

DISTRICT Manager Fred Gawler has returned to Head Office from a business trip to Brisbane

Operator Bill ("Up Two Willie") Peck is at present enjoying his annual vacation. Owen Goodland is holding the fort in his absence.

THINK IT OVER.



The Check-Up
by Len Jones

ALL Ad. Sales Managers are requested to pay particular attention to the free Ad. Sales material which has been made available by our Exploitation department for Paramount Week. This Ad. Sales comprises the following:—Slides, Single column slugs, Press sheets, Daybills.

Be sure that all Paramount exhibitors are forwarded supplies of this material far enough in advance to be of assistance to them.

Following on W. Bignell's sales of 24-sheets mentioned in last issue of "Punch", Ron Lawn, Perth Ad. Sales manager, reports sales of 4 x 24 sheets each on "Blonde Venus" and "Night of June 13", while Henry Quincey, Brisbane Ad. Sales Manager, sold his first release 6 x 24 sheets on "No Man of Her Own" and 3 x 24 sheets on "Island of Lost Souls".

Max Lovett, Acting Sydney Ad. Sales manager, is to be congratulated on an excellent sale of lobby frames to a suburban theatre. The order comprises the following:—2 special 3-sheet boards; 2 special 8 x 10 photo boards; 2 "Nu-Style" 11 x 14 photos and 1-sheet frames; all of which proves that there is still good business to be obtained in the sale of lobby stands if you go after it.

Paramount

Vol. 7.—No. 28.

July 12, 1933.

PUNCH

FOR 1933

CHEVALIER SUCCESS.

IT'S grand to see the business being recorded this week at the Sydney Prince Edward Theatre by "A Bedtime Story". Milling happy crowds are there at every session making the grand old box-office play tricks like it had turned the corner and was shaking hands with Prosperity itself.

Chevalier is definitely back again as the leader of box-office stars. "A Bedtime Story" brings us a new Chevalier, together with the old romantic lovable one who magnetised box-offices in the past. The picture has mass-appeal, and a new angle in the persons of two waifs . . . a tiny foundling and a stranded girl . . . who separately enter his life and together win his heart.

This is a romantic Chevalier picture, rather than a naughty Chevalier picture. Of course the fascinating Chevalier "naughtiness" is still present . . . he starts that way . . . but in "A Bedtime Story" the audience sees the change.

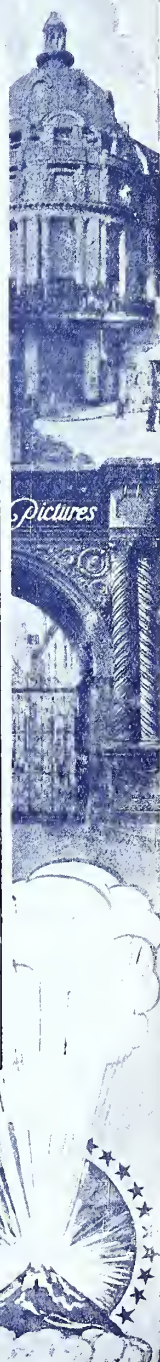
The picture is the biggest success screened at the Prince Edward for many months, and I am looking to this picture to be a regular clean-up right throughout the country.

William Clark

Managing Director.

Published every Wednesday by Paramount Film Service Ltd., Head Office, Sydney, Australia, in the interests of the Paramount organisation in Australia, New Zealand and the Far East.

Reg Kelly—Editor.





James Dunn, in his first Paramount picture, appears opposite Gloria Stuart in "The Girl in 419". David Manners, Johnny Hines, Jack La Rue and Shirley Grey have the major supporting roles.

STUDIOS ASK US TO LOOK OUT FOR GIRL TO PLAY LEAD IN "ALICE IN WONDERLAND".

"THE SEARCH FOR BEAUTY" CONTEST.

SATURDAY last saw the closing of entries in Paramount's nation-wide "Search For Beauty" Contest, and theatres everywhere report numerous entries. Just as the photographs are being handed over to the judges along comes an important cable from the Home Office asking us to look out for a girl to play the title role in "Alice in Wonderland".

Mr. Clark has asked the judges of all committees to keep a look out for such a girl. If any girl of the "Alice in Wonderland" type can be found, Paramount will make a screen test of her and forward it immediately to Hollywood. The type to suit the part would be a bright, childlike blonde.

This search will be carried out also independent to the "Search For Beauty" Contest, and any Paramounteers know-

ing of such a girl are asked to forward photographs and particulars as to age, weight, height, and previous stage or motion picture experience to John E. Kennebeck at H.O.

Meanwhile, judging of local theatre contests for the "Search For Beauty" are at present being carried out, and the State competitions will be judged on Monday next. Winners of the State finals will go to Sydney or Melbourne on

RECORD BUSINESS.

GEORGE NACARD, Perth Branch Manager wires rather enthusiastically to General Sales Manager W. Hurworth to the effect that Marlene Dietrich's "Blonde Venus" smashed all records at the Grand Theatre, Perth recently.

July 19 to undergo screen tests which will be forwarded to Hollywood for final judging.

It is expected that the national winners . . . one man and one woman will leave for the studios on August 23.

SYLVIA SIDNEY AWARDED LEAD WITH MAURICE

SYLVIA SIDNEY has been assigned the featured role with Maurice Chevalier in his next starring vehicle, "The Way To Love", according to announcement from Emanuel Cohen, vice-president in charge of production for Paramount Productions.

This picture goes into production this week, and because Miss Sidney fitted perfectly the role of waif in this story, Paramount had to recall her assignment in "Chrysalis", in which she was to play with Fredric March, Miriam Hopkins and George Raft.

Chevalier now is in Hollywood, having just returned from a vacation in his native France, where he went on completion of "A Bedtime Story".

Norman Tauger, director of "Skippy" and "A Bedtime Story", is to direct "The Way To Love", and Edward Everett Horton will play the featured comedy role.

M'sieur Baby's Smile Captures Sydney.

**"A BEDTIME STORY" A RIOT
AT PRINCE EDWARD.**

S.R.O. BUSINESS AT ALL SESSIONS.

NOT since the days of "Innocents of Paris" has the Sydney Prince Edward Theatre housed such enthusiastic audiences as it is doing right now with Maurice Chevalier (not forgetting Baby Leroy) in "A Bedtime Story". At the premiere last Wednesday night, the picture was a smash hit, and since then, capacity business has been recorded at every session.

Chevalier is back again and how!

In this picture we see Chevalier of "Innocents of Paris" . . . a Chevalier that belongs to our type of folks . . . a Chevalier that befriends a little waif and keeps him in his home, and to hell with the rest of the world.

The picture has the usual Chevalier songs, the usual Chevalier girls, the usual Chevalier gaiety, plus the comedy of Edward Everett Horton, and the smile of Baby Leroy. The baby with his cute ways, and his response to Chevalier's attentions almost steals the picture. Sydney is going for him in a big way . . . he is the topic of conversation everywhere.

This picture will click everywhere just as it is clicking at the Sydney Prince Edward, because people everywhere are human, and human beings cannot help appreciating this picture.

Without a doubt, "A Bedtime Story" is one of the finest money-making pictures on the market to-day. Watch it pile up the grosses everywhere.



**GEORGE J. SCHAEFER
APPOINTED G.M.**

MR. ADOLPH ZUKOR makes the announcement of the appointment of George J. Schaefer as General Manager of the four Paramount Publix subsidiary companies. Mr. Schaefer was formerly vice-president in charge of the Paramount Distributing Corp. The promotion is effective immediately.

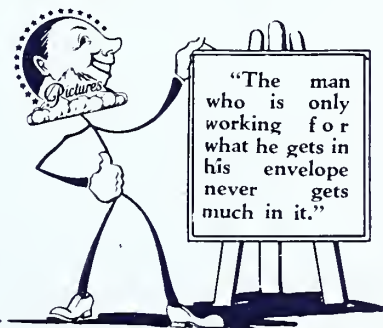
PARAMOUNTEERS AT TENNIS.

THIRTY Paramount Club members spent Sunday last at a tennis day on the Moore Park Courts.

Keen competition was experienced in the tournament launched by the committee, with honors of the day going to Messrs. Bowden and Donaghey, who won the Gents' doubles, Misses Minahan and Coleman the Ladies' doubles, while the final of the mixed doubles has yet to be decided between Miss Minahan with Chas Hale and Miss Thurston with Ray Harris.

During the luncheon adjournment, members were entertained by the committee at lunch at the Hotel Sydney.

THINK IT OVER.



"OVER THE TOP IN SEPTEMBER".

Our Back Page of Front Page News

FOR YOUR *Information* by Reg Felton

DOROTHEA WIECK, whom you will remember Paramount recently brought from Germany, will make her American debut in "White Woman"... Lilyan Tashman, Walter Catlett, George Barbier, and Ruth Warren have been announced as the major supporters of Charlie Ruggles and Mary Boland in "Mama Loves Papa". Norman McLeod is directing... Following "She Done Him Wrong", Mae West will appear in "I'm No Angel", the story of which she is writing herself. Four "catchy" songs sung by Miss West is just another feature of her versatility displayed in this picture... Speaking of songs, Bing Crosby will sing "Learn To Croon" and "Moonstruck" in "College Humor"... Mr. Crosby has been signed for a further two pictures for the company, both of which are musicals, titled, "Cloudy With Showers" and "Every Man For Himself"... Jack Oakie, Skeets Gallagher and Harry Green have been assigned roles in the latter picture... Following his performances in "If I Had a Million" and "International House" which has yet to be released here, W. C. Fields has earned a two year contract, calling for ten "fun" pictures... The first has been announced as "Tillie and Gus" in which Alison Skipworth will again play opposite the comedian with Norman McLeod announced as director... Just for... your information...

Personalities

CHARLES GATWARD is the latest lucky one to be smiled upon by Dame Fortune. He is proudly displaying a N.S.W. Lottery cheque for £10.

Owen Goodland, formerly assistant to Bill Peck in the Little Paramount Theatre, has been transferred to the H.O. Ad. Sales Store. **George McNeil** of the Purchasing Dept. steps up into the operating box.

Remember—
PARAMOUNT WEEK,
September 3—9.



The Check-Up by Len Jones

COMBINING a most elaborate colour scheme with snappy scenes from the production, the Advertising Department has turned out for "A Bedtime Story" what I consider is unquestionably our best three-colour courier to date. The 24-sheet for this production is also worthy of special mention, and I am certain that record sales on both these items will be attained.

Bill Bignell, Adelaide Ad. Sales Manager, has been chasing extra business for his department. He reports the sale of an additional 2,000 snipes and 200 souvenirs for "The Sign of the Cross" to his first release house.

"The Sign of the Cross" courier sales contest between Sydney and Melbourne is becoming interesting. Albert Nicholas has been putting in some excellent work, and Max Lovett will need to keep moving if he wishes to retain his present advantage. Sales at July 6th are as follows:—

Sydney: 91,000 Couriers.
Melb.: 61,000 Couriers.

We offer congratulations to **Roy Lyons**, who has been promoted from the H.O. Ad. Sales Store department to H.O. Ad. Sales department, where he will keep check of branch Ad. Sales stocks.

Paramount

Vol. 7.—No. 29. July 19, 1933.

PUNCH

FOR 1933

A BRITISH TRIUMPH.

I AM SURE that when you all see "Counsel's Opinion" you will agree with me that in this British Paramount production, we have a picture that will rank with the best of box-office successes.

The picture is definitely of long-run calibre. The dialogue and the comedy situations and the rollicking story make "Counsel's Opinion" the best British production that has ever been released in this country. And I say that without any fear of contradiction.

In the cast we have such box-office names as Cyril Maude (whom theatre-goers everywhere will remember by his brilliant portrayal of "Grumpy"), Binnie Barnes, and Henry Kendal. Miss Barnes is famous on the New York and London stage and is a real screen find. The gay sparkling character which she portrays in the picture will undoubtedly establish her as a definite favourite.

Those of us in Head Office who have seen the picture are aware of its possibilities. If there was ever a box-office "natural" this is it. We will back it with a nation-wide publicity campaign. It will rest with you boys in the field to see that it is sold right.

William Clark

Managing Director.

Published every Wednesday by Paramount Film Service Ltd., Head Office, Sydney, Australia, in the interests of the Paramount organisation in Australia, New Zealand and the Far East.

Reg Kelly—Editor.

Pictures

Paramount Week Just Seven Weeks Away



Gary Cooper rests for just a moment between scenes of "One Sunday Afternoon". (Hey, Gary, where did you get that shirt!)

BABY LEROY SIGNED TO CONTRACT

THE rosiest screen future in Hollywood, is that of Baby Leroy, who celebrated his first birthday on June 14th, by being signed to a seven year Paramount contract. Baby Leroy made his screen debut and endeared himself to millions of fans when he appeared with Maurice Chevalier in "A Bed-time Story". He is next slated for the Charles R. Rogers' production, "The Baby in the Ice-box", which Paramount will release this year.

Remember—
**PARAMOUNT
WEEK**
September 3—9.

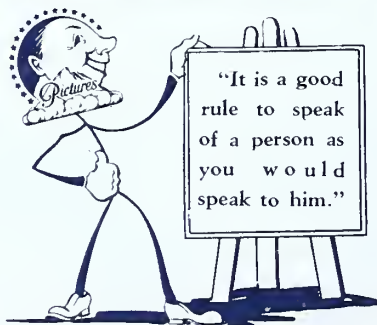
DRIVE FOR EXTRA DATES.

IN case . . . just in case you boys in the field have been so busy that you have let the matter slip from your mind . . . we recall the fact to you that Paramount Week will be celebrated this year, as in all previous years, during the first week in September, namely September 3-9. And in case . . . just in case you haven't realised just how close that is, we will take the trouble to turn over the calendar and tell you that Paramount Week is just seven weeks away.

Now . . . right now is the time for you to see your accounts about those additional dates . . . not during Paramount Week.

When the first letters of the drive were despatched to all members of the Sales Force, replies were received by Mr. Clark and Mr. Hurworth from the boys who promised 100 per cent. co-operation. In the meantime, however, contracts have been very slow in coming

THINK IT OVER.



Jack Oakie appears to be doing his level best to explain to this bevy of beauties in "College Humor".

into Head Office. Most of the members of the Sales Force have worked on Paramount Week drives before, and they should realise that NOW is the time to get busy. Messrs. Clark and Hurworth are waiting for results.

"CRADLE SONG" NEXT VEHICLE FOR WIECK

"CRADLE SONG", the Gregorio Martinez-Sierra play of Old Spain, will serve as the second American starring vehicle for Dorothea Wieck, of "Maedchen in Uniform" fame who is now in Hollywood preparing her first Paramount picture, "White Woman", in which she will be supported by Herbert Marshall, Charles Laughton and Walter Abel.

THERE'S PLENTY OF PUNCH IN THE BLUE RIBBON BUNCH.

CONTEST MAKING FRONT PAGE NEWS

“THE SEARCH
FOR BEAUTY”

STATE JUDGING
NOW FINISHED.

SCREEN TESTS.

PUBLIC interest everywhere has been aroused to a concert pitch of excitement with the judging of the State contest in Paramount's "Search For Beauty" contest.

Newspapers are making the announcements of State winners front-page news. Tasmania, Western Australia, South Australia and Queensland have already named their representatives for screen tests to be sent to Hollywood whilst the New South Wales and Victorian winners will be announced to-morrow (Thursday). Theatre winners of the New South Wales division met the judging committee at Head Office last night. The announcement of the winners will be made in the "Australian Women's Weekly" on Thursday in a special edition, which will be published for the occasion.

Winners of the contest in the Southern States will assemble in Melbourne over the week-end, where the screen tests will be made under the direction of James L. Thornley.



Reports from America state that "The Eagle and the Hawk" is smashing box-office records everywhere. Fredric March, Jack Oakie, and Cary Grant head a brilliant cast. You can expect plenty of thrills in this one and laughs too, with punster Jack Oakie in the film.

PARAMOUNT JIG-SAW PUZZLES.

By this time all Branch Managers, Salesmen, and Ad. Sales Managers should be in receipt of samples of the new Paramount Star Jig-Saw Puzzles.

A comprehensive drive is to be made with these puzzles, which will cover exhibitors, department stores, chain stores, newsagents, in fact, anywhere where they can be sold. Price per gross is 48/- wholesale and they will be retailed at sixpence each. Puzzles are available on the following stars:— Maurice Chevalier, Marlene Dietrich, Gary Cooper, Claudette Colbert, Fredric March, Cary Grant, Miriam Hopkins and Sylvia Sydney.

The Queensland winners will arrive in Sydney to-morrow, and together with local winners will undergo screen tests

the following day. These tests will be made in Sydney under the direction of John E. Kennebeck.

“OVER THE TOP IN SEPTEMBER”.

Our Back Page of Front Page News

FOR YOUR *Information* by Reg Feltton

"Counsel's Opinion" one of Paramount's current British productions, was screened to the Head Office Executive during the week, and from every one of those fortunate enough to see the picture, comes praise and enthusiasm... It is reported, that the dialogue throughout is particularly bright, and the general presentation was received as being far above the ordinary, with Cyril Maude and charming Binnie Barnes certain of achieving added popularity here in Australia... From Paramount's American production side, Frances Fuller, who recently appeared in "The Animal Kingdom" and a number of recent Broadway successes, has been signed for the leading role opposite Gary Cooper in "One Sunday Afternoon"... Neil Hamilton will return to Paramount for a featured role in this picture... Following "Cracked Ice", the Marx Bros. will commence production on "Duck Soup"... Plans are under way for a story titled "Fifty Years From Now"... Rupert Hughes, whom studio officials believe to be the most able of the writers to imagine conditions so far in advance, has been given the job of writing the story and will collaborate with Rowland Brown, also prominent writer and director under the Paramount banner... Just for your information...

Personalities

TOM BOWDEN (yes once again), and Charles Gattward of Head Office are the latest ones flashing State Lottery cheques.

Frank Kennebeck is back at his desk again at the Melbourne Capitol following a recent operation.

Bob White, as N.S.W. Contest Manager is playing host to visiting Contest winners. (Exploitation men certainly get the breaks.)

Cass O'Reilly of the Head Office Film Inspection Dept. is wearing a brand new diamond ring on THE finger. Congrats.



Remember—
**PARAMOUNT
WEEK,**
September 3—9.

The Check-Up by Len Jones

A GENERAL letter forwarded from this department concerning sales of 5 x 7 and 14 x 17 artist photos certainly brought excellent results. The first reply received was from Henry Quincey, who sold the entire stock of 14 x 17 photos of Chevalier. However, the most outstanding sale was made by Cleave Shepherd, Sydney salesman, who disposed of the entire stock of approximately 2,000 5 x 7 artist photos and 54 of the 14 x 17 artist photos to a country exhibitor. Cleave has also guaranteed to dispose of the balance of the 14 x 17 photos. Therefore, will all other salesmen and Ad. Sales managers please note that our full stocks of these items are now depleted.

A requisition received from Ron Lawn, Perth Ad. Sales Manager, lists 10 x 24 sheets for recent releases. Ron is also responsible for a splendid Ad. Sales order received this week covering requirements of the Grand Theatre for "Devil Is Driving".

Max Lovett, Acting Sydney Ad. Sales Manager, has turned in a most comprehensive Ad. Sales order on "The Sign of the Cross". The order included good quantities of lithos, day-bills, couriers, snipes, puzzles, photos, stereos, trailer, etc., and is one of the best orders for this production that has reached Head Office in recent weeks.

Paramount

Vol. 7.—No. 30.

July 26, 1933.

PUNCH

FOR 1933

FOREIGN LEGION CONTEST.

IN the first issue of the new Paramount "International News" is the announcement of the 1933 Contest between the various countries of the Foreign Legion. In a special article undersigned by Mr. Hicks is the news that the contest will be dedicated to the Organisation.

"In the past years," writes Mr. Hicks, "we have dedicated our annual contests to personalities or to ideals; but our 1933 Contest is to be dedicated to one of the most important factors in our lives . . . Our Organisation. It is therefore with a very definite sense of pride, even reverence, that we pay tribute through our efforts to all that Paramount has meant to us in the past, and to the still greater and finer things that it is going to mean to us in the future."

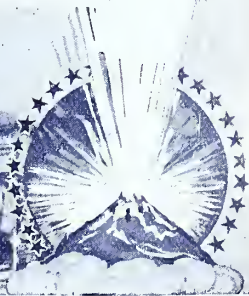
I want each and everyone of you to give that message some deep thought. I want you all to remember that the Blue Ribbon Bunch has always played a prominent part in all Foreign Legion Contests and to start moving right now in a concentrated Big Push for extra revenue so that we can move off to a flying start. It's for "Our Organisation". Let's go!

William Clark

Managing Director.

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Reg Kelly—Editor.



HERE THEY ARE — THE LUCKY TWELVE FINALISTS.....



Here are the individual State contest winners who make the National finalists. Reading from left to right they are: Mr. James Wright and Miss Noela Harvey (Queensland); Mr. John Law and Miss Gwen Munro (Victoria); Mr. Keith Wood and Miss Betty Blackman (West Australia).

THE CONTEST.

SCREEN TESTS GO TO HOLLYWOOD.

HAVING stirred up a veritable cyclone of enthusiastic interest from exhibitors, press, and public, Paramount's "Search For Beauty" Contest, now in its concluding stages, has no doubt been, in public interest, and will be, in eventual box-office results, the most effective exploitation project in the history of showmanship in this country.

State winners have been announced and screen tests made. These tests will be despatched to the Studios to-day, per the s.s. "Monterey", where they will be viewed by a committee of directors, who will select the man and woman to make the trip to Hollywood. The names of the winning couple should be known here on August 15.

Meanwhile, the National finalists are being feted, and entertained everywhere, and together with stage and radio appearances, they are being kept busy. The N.S.W. and Queensland winners are being entertained to-morrow at the David Jones Ltd. Business Girls' Luncheon in Sydney.

OUR CONGRATULATIONS.

The entire Paramount organisation, through "Punch," extends hearty congratulations to Mr. and Mrs. William J. Clark, who were wed quietly last Thursday at St. Canice's Church, Sydney. The happy couple are at present spending their honeymoon in Melbourne.

"JENNIE GERHARDT".



Charming Sylvia Sidney and little Cora Sue Collins in a scene from Paramount's "Jennie Gerhardt".

A SMASH!

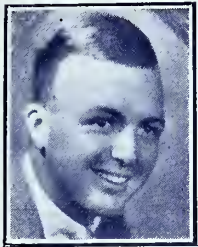
"A BEDTIME STORY" CLICKS EVERYWHERE.

HAILED by critics as another typical Chevalier smash, and making records topple as it goes along, "A Bedtime Story" is running up sensational grosses in New South Wales, the only State in which the picture has been released to date.

To-day the picture commences its fourth big week at the Sydney Prince Edward Theatre, where it has been recording the best business grossed in many months. Last Saturday it commenced a season at Newcastle, where crowded houses have been the order since the opening. From figures received it certainly looks like a hold-over season in the Coal City. Next week "A Bedtime Story" will start its regular country schedule and exhibitors everywhere are anticipating sensational business.

In step with the paying acclaim of the public, critics responded enthusiastically to the element of something different in a Chevalier picture. Paramount's showmanship in teaming the gay boulevardier with a wow of a baby brought universal praise.

..... IN PARAMOUNT'S "SEARCH FOR BEAUTY" CONTEST.



Mr. James Boag, Jr., and Miss Lilian Mason (Tasmania); Mr. Frank Bryan and Miss Edith McLaren (South Australia); and Mr. Brian Norman and Miss Jean Duncan (New South Wales).

MR. SHAUER'S STIRRING MESSAGE

IN the first issue of Paramount's new "International News", the official organ of the Paramount International Corporation, Mr. E. E. Shauer in the leading article, sends an inspiring message to every Paramounteer.

"We have been through an inexpressibly difficult period," writes Mr. Shauer, "but never for an instant have I doubted the arrival of the moment when we would look back on that maze of doubts and wanderings, and stand on the threshold of a new era, which would be but the burnished reflection of those grand old times when our Paramount Foreign Legion travelled so far and accomplished so much that was worth while."

"This period we have passed through, has not found us unmindful of the accomplishments which have been wrought throughout the Paramount Empire. Always in the past our Paramount Spirit has been an annihilator of distance; you have always been as close to us as our own minds. Distance has disappeared; your every exploit and accomplishment is known to us, and the deserving rewards are not far away."

J. A. GROVES DEPARTS.

Mr. J. A. Groves, accompanied by Mrs. Groves, sailed on Monday last by the S. S. Nieuw Zeeland for Singapore. Mr. Groves returns to his territory after a short business trip to Head office. During his stay in Sydney he spent most of his time in the Little Paramount Theatre where he viewed many of the coming releases.

"TEMPLE DRAKE".



William Gargan and Miriam Hopkins in their latest Paramount Picture, "The Story of Temple Drake."

SEVEN MORE BIG ONES COMING

FOLLOWING in the wake of "A Bedtime Story", seven more battering box-office Berthas are now being prepared for release. Some of them are already completed and have arrived here. Others are still being worked on. But all of them have the sure smell of money . . . and big money . . . on them. Here they are, boys! Read 'em and leap!

"The Song of Songs"

"The Story of Temple Drake"

"Eagle and the Hawk"

"International House"

"Jennie Gerhardt"

"College Humour"

"She Done Him Wrong"

And here's a plug-line that you can always remember:—"Paramount Pictures Perennially Pack Powerful Punches."

Remember—

PARAMOUNT
WEEK

September 3—9.

"OVER THE TOP IN SEPTEMBER".

Our Back Page of Front Page News

FOR YOUR Information by Reg Felton

FROM recent studio announcements, we have been fortunate enough in compiling a list of Paramount's coming product . . . Although a number of the productions listed may be a long way off, still it is high time you knew just a little about them . . . Here they are . . . "Girl In 419", James Dunn and Gloria Stuart . . . "I'm No Angel", Mae West and Cary Grant . . . "Disgraced", Helen Twelvetees and Bruce Cabot . . . "Gambling Ship", Cary Grant and Benita Hume . . . "Three Corners Moon", Mary Boland and Richard Arlen . . . "Her Bodyguard", Edmund Lowe and Wynne Gibson . . . "Mama Loves Papa", Charlie Ruggles and Mary Boland . . . "Stairs of Sand", "Man of the Forest" and "To The Last Man", all by Zane Grey . . . Marlene Dietrich in "Song of Songs" . . . "This Day and Age", Charles Bickford and Nancy Coleman with a host of others . . . This is one of the DeMille pictures, the other two are tentatively announced as "The End of the World" and "Four Frightened People" . . . From here we come to Maurice Chevalier in "The Way to Love" . . . "Tillie and Gus" with W. C. Fields and Alison Skipworth . . . "Alice in Wonderland" with Alison Skipworth, Charlie Ruggles and Charles Laughton, so far announced . . . "One Sunday Afternoon" Gary Cooper, Fay Wray and Neil Hamilton . . .

Personalities

JAMES L. THORNLEY and Frank Kennebeck of the Melbourne Capitol have been kept busy with the assembling of contest winners of four States in Melbourne over the week-end for screen tests.

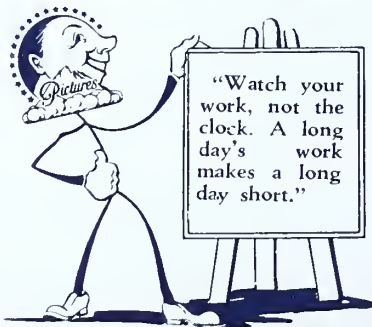
Jim Flannery of the H.O. Ad. Sales Dept. has just been presented with a couple of trophies for battling honors of the season in a Sydney Junior Cricket Association.

Members of the Wellington Branch are keen ping-pong enthusiasts, and have entered a team in a local Affiliated Club competition.

Mr. C. Donaghey of N.S.W. is the new Head Office tennis champ, having defeated Ray Harris in the final. Harold Higgins, who previously held the title for some years was not a competitor.

The annual Inter-office tennis tourney for the Paramount Club Cup will commence on the Head-Office roof court today. Strong teams from all departments have entered, and the competition will be keenly contested.

THINK IT OVER.



The Check-Up by Len Jones

OUR Sydney Branch lost no time in getting into action on the Paramount star jig-saw puzzles. Max Lovett, Acting Sydney Ad. Sales Manager, and his assistants have already disposed of 23 gross, and still have many possibilities to interview. Henry Quincey, Brisbane Ad. Sales Manager, has also been on the job, having disposed of one gross, and many more sales are anticipated from this branch. No reports have yet been received from the other boys, and I would urge them to get into action immediately as the greatest opportunity of selling this line is during the winter months.

Henry Quincey has again been after sales of the "God Save the King" titles from those exhibitors who did not order during our drive on this item. Henry has been successful in obtaining orders for a further seven of these titles. This idea should certainly be worth trying by all other Ad. Sales Managers.

Otto Doepel, Advertising Manager in New Zealand, has forwarded us a sample circular letter used to promote the hiring of scene blocks. An order form was attached to each circular. The circular pointed out the advantages of the scene block in newspaper and house organ advertising.

Paramount

Vol. 7.—No. 31.

August 2, 1933.

PUNCH

FOR 1933

WORLD WIDE PARAMOUNT WEEK.

FOR the first time in many years, Paramount Week will be celebrated this year right throughout the Paramount organisation during the same week, namely September 3 to 9. The idea behind this all-time Paramount Week is to make the entire World Paramount-conscious.

Mr. Hicks gave the idea to the Home Office, and pointed out the remarkable success the Blue Ribbon Bunch had attained out of these annual drives. And so every member of the Sales Force in the Paramount Empire right now is driving after extra revenue for this week. Each and every one of them have a goal ahead, and that is to put up a better performance than the members of the Blue Ribbon Bunch. Our previous efforts for Paramount Week have been held up as an example to the others. We have been named the Paramount Week champions.

In view of all the praise we have received, and with the eyes of the rest of the world upon us, we simply **MUST** make this coming Paramount Week the greatest of all time.

If we do not live up to everything Mr. Hicks has said about us, it will be the greatest moral defeat we have ever suffered. And so I urge you boys once again to give this drive for extra revenue everything you have to make this coming Paramount Week the greatest in our history. Can I rely on you?

William J. Clark

Managing Director.

Published every Wednesday by Paramount Film Service Ltd., Head Office, Sydney, Australia, in the interests of the Paramount organisation in Australia, New Zealand and the Far East.

Reg Kelly—Editor.



Melbourne Awaits "A Bedtime Story".

**TREMENDOUS
ADVANCE
SALES.**

OPENS SAT. NEXT.

AFTER a merry season of four big weeks at the Sydney Prince Edward Theatre, Chevalier's latest success, "A Bedtime Story", will make its onslaught on the box-office at the Melbourne Capitol Theatre on Saturday next.

News of a good picture travels fast, and Melbourne theatre-goers are already anxiously awaiting the opening of the picture. This is evidenced by the tremendous advance bookings already recorded for the season. Frank Kennebeck, in association with James L. Thornley has concentrated on a smash campaign, which will unquestionably have its effect on the box office.

Jim Thornley writes that he is confident that the picture will gross the best figures recorded in many months.

George Raft Given Long-Term Contract

GEORGE RAFT, now teamed with Clive Brook in "Midnight Club", has been signed to a new long-term contract by Paramount. His future productions include "Chrysalis" with Fredric March, Miriam Hopkins and Frances Fuller; "The Trumpet Blows" with Ricardo Cortez; and "You Need Me", with Sylvia Sydney.



Dick Arlen appears very much bored at Jack Oakie's wise-cracks in a scene from Paramount's big musical, "College Humour". Others in the big cast are, Lona Andre, Mary Carlisle, Bing Crosby, and Burns and Allen.

SALESMEN BLOOD AND VARCOE GIVEN NEW TERRITORIES.

GENERAL Sales Manager W. Hurworth announces the following re-organisation in the Sales Force:—

Salesman Bill Blood, former New South Wales booker, who for the past two years has been assigned to the Far North Queensland territory, returns to Sydney where he will take over the territory covered by Cleave Sheperd who resigned last week.

Salesman Harry Varcoc of Melbourne has been transferred to Brisbane.

THINK IT OVER.



Cast Announced For "Design For Living".

PARAMOUNT has purchased "Design For Living", Noel Coward's most sensational stage play. Ernst Lubitsch will direct.

The roles of the three lovers will be portrayed by Fredric March, Miriam Hopkins, and Doug. Fairbanks, Jr., Edward Everett Horton will supply the comedy.

THERE'S PLENTY OF PUNCH IN THE BLUE RIBBON BUNCH.

**LAUGHTON,
MARSHALL,
WITH WIECK**



Herbert Marshall. Charles Laughton.

CHARLES LAUGHTON and Herbert Marshall have been assigned leading roles opposite Paramount's newest Continental star, Dorothea Wieck, who will make her debut in Paramount's "White Woman".

Miss Wieck (pronounced Veeck), comes direct from a most sensational appearance in "Maechden In Uniform", a German picture, while Charles Laughton and Herbert Marshall return from England to appear in "White Woman" as the forerunner of further Paramount productions.



Dorothea Wieck.

**"SONG OF SONGS"
WILL BE COIN SONG.**

DIETRICH'S BEST.

INFORMATION coming in from New York and the Hollywood Studios indicates that "Song of Songs" will be a coin song, and that it is the biggest picture that Dietrich has made to date. Bigger than her biggest and better than her best, seems to be the low-down from those in the know.

Carbo was a recent visitor to the studios. She came with the one purpose to see "Song of Songs". That will give you some idea as to how the picture is being talked about in Hollywood. And Dietrich has given Mamoulian a beautiful wrist-watch in appreciation of the excellence of his direction.

**Harpo Hurls
Mouthful of
Witty Cracks**

HARPO MARX says:

That a Marx brother without make-up is as out of place as a pickpocket in a nudist colony.

That he knows a girl who thinks a "slide rule" concerns baseball.

That the average steel worker is "welded to his art".

That the comedians got their idea for their next Paramount picture, "Duck Soup", by going on a Cook's tour.

**ROGERS TO MAKE TEN
FILMS FOR PARAMOUNT.**

1934 PROGRAMME.

THE announcement is made that negotiations have been completed between Paramount and Charles R. Rogers for the latter to produce a new group of ten pictures for Paramount. He will retain his organisation at the Paramount Studios.

The new deal not only calls for two more pictures than Rogers contributed to the Paramount programme this season, but it incorporates a wider range of activity, and a more ambitious schedule. Under the new arrangements, Rogers will have the biggest Paramount stars and featured players available for his productions. Several of the new pictures are being planned with these stellar personalities in mind.

"OVER THE TOP IN SEPTEMBER".

Our Back Page of Front Page News

FOR YOUR Information by Reg Felton

Roles in four Paramount productions have been lined up for Alison Skipworth, indicating that she will be the busiest actress in Hollywood during the Summer months... She will have the leading comedy role in "The Torch Singer" with Claudette Colbert and Ricardo Cortez, then with George Raft in "Midnight Club", with W. C. Fields in "Tillie and Gus", and later in "Alice In Wonderland"... Noel Coward's "Design for Living" will be shortly under way, with Edward Everett Horton the latest assignment to the cast... Fredric March, Miriam Hopkins, and Robert Montgomery are the others... "This Day and Age" has been completed and DeMille is now concentrating on his second picture for Paramount, the title of which has been announced as "Four Frightened People"... Charles Bickford, Mari Colman, Richard Cromwell, Harry Green and George Barbier are in "This Day and Age"... "The Way to Love" has definitely been chosen as the title for Chevalier's next. Sylvia Sydney is the lucky girl... It is also pleasing to note Edward Everett Horton's name among the list of players. Norman Taurog, who directed "A Bedtime Story", has a similar assignment in "The Way to Love"... Just for your information.

Remember—
PARAMOUNT WEEK
September 3—9.

Personalities

MISS MARJORIE ADLER of Head Office Accounts is at present enjoying the snow sports at Mt. Kosciusko, and Miss Margaret McLean of the same department is enjoying station life during her annual vacation.

Some idea of the manner in which members of the Sales Force are concentrating on extra business for the forthcoming Paramount Week is evidenced by the Salesmen's Report of Baden Abotomey which has just been received at Head Office. After a trip of more than three weeks covering the North Coast towns he arrived in Brisbane on Sunday morning, was met at the office by Branch Manager Gordon Brookes and left the same afternoon on a four weeks trip of the Western Queensland towns. That's travellin'!



The Check-Up by Len Jones

MAX LOVETT, of Sydney, is turning in good orders of the Paramount jig-saw puzzles. Max has disposed of a further two gross, bringing his total sales to 25 gross. However, reports from other Ad. Sales Managers indicate that they are also well on the job.

H. G. Hill, Perth salesman, is responsible for one of the most outstanding Ad. Sales contracts to reach Head Office in quite a while. The contract, in favor of Radio Pictures, Geraldton, covered Ad. Sales for 20 Features, 20 Specials, 12 Extra Specials and 8 Long Runs, and is certainly an order of which to be proud. Harry also turned in an Ad. Sales order of exceptionally high calibre from the same exhibitor covering his Ad. Sales requirements for "The Sign of the Cross."

When it comes to 24-sheet sales we have got to hand it to Albert Nicholas, whose latest orders for this size poster are as follows:—"The Sign of the Cross", 20; "A Lady's Profession", 20; "A Bedtime Story", 18; "The Miracle Man", 10; and all in one week's business.

If last week's requisitions to Head Office for a total of 65,000 three-colour Couriers on "The Sign of the Cross" are any indication, Albert Nicholas is not going to let any grass grow under his feet in the courier contest with Max Lovett.

Paramount

Vol 7.—No. 32. August 9, 1933

PUNCH

FOR 1933

THE PARAMOUNT TRADE MARK.

THE great and growing recognition of the Paramount Trade Mark in every corner of the globe where films are known and shown is a source of sublime gratification to the leaders of our organisation.

But they are not the only ones who are gratified; there is a mighty keen, though unspoken, sense of gratitude in an assemblage of personalities almost as great, numerically, as the sands of the desert. This assemblage subconsciously gains its gratification from the sense of security which the Paramount Trade Mark has established and maintains; a security which enables this assemblage to select its film entertainment on faith, and by the proven merit of past performance and the resultant future promise which that performance inspires as a matter of course.

This vast assemblage is none other than the picturegoers of the world, and we know they have their eyes forever scanning the posterscape for announcements which not only announce Paramount Pictures, but also endorse them with the merit seal of the Paramount Trade Mark.

Our job is to keep the Paramount Trade Mark eternally evident in the places where it rightfully belongs. Plugging the Paramount Trade Mark is simply an acknowledgment of our faith in our organisation.

William J. Clark

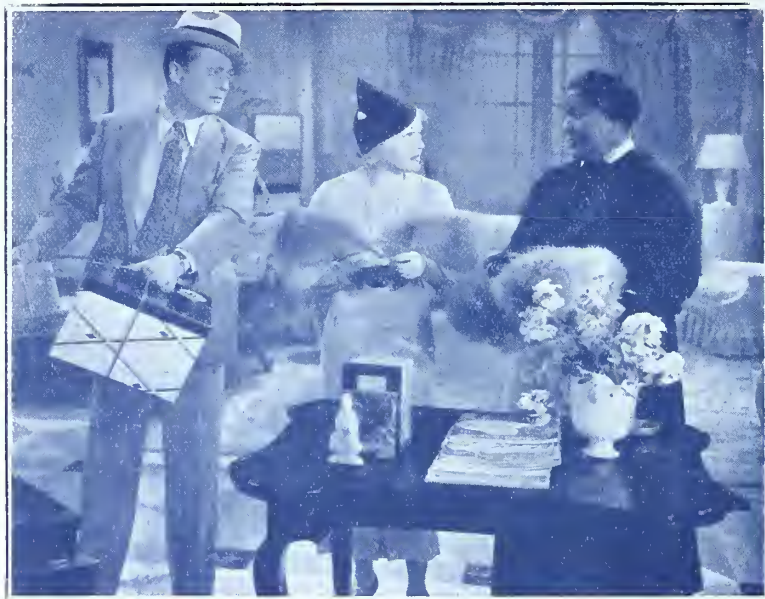
Managing Director.

Published every Wednesday by Paramount Film Service Ltd., Head Office, Sydney, Australia, in the interests of the Paramount organisation in Australia, New Zealand and the Far East.

Reg Kelly—Editor.



★
**"HER
 BODY-
 GUARD".**
 ★



★
 Remember the hit recorded by Eddie Lowe and Wynne Gibson in "The Devil is Driving", well here's news for you, the pair are teamed in "Her Bodyguard". If you know your comedy you will remember that colored maid, too.
 ★

SEPT. 20 WILL BE SAILING DATE.

**"SEARCH FOR BEAUTY" CONTEST
 WINNERS FOR HOLLYWOOD.**



WILLIAM J. CLARK has just been advised by cable from the Home Office, New York, that, owing to the starting date of "The Search For Beauty" having been set back to October 23, the sailing date of the two Australian National Winners of the Contest can be postponed until September 20, by the "Monterey", arriving in Los Angeles on October 7.

The screen tests of the State winners will arrive in Los Angeles next Saturday, and the cabled announcement of the National winners should be made known here a few days afterwards.

It was the original intention to send the national winners to Hollywood on August 23. However, this change in the sailing date will be welcomed, as it will give the winners plenty of time to prepare for their trip and also allow some time for exploitation.

Immediately the announcement is made the lucky couple will be sent to Melbourne, where they will be fitted by Meyers Ltd. for the £150 wardrobe kindly donated by that firm. During their stay in Melbourne they will undoubtedly appear on the stage at the Capitol Theatre.

Should the cable announcing the winners arrive in time, the names and photographs of the couple to make the trip will be published in the next issue of "Punch".

MAKE A NOTE.

YESTERDAY we in Head Office saw the trailers for "International House" and "The Eagle and The Hawk", and all were unanimous that they are the best we have imported for some considerable time. There is no question, both are great seat-sellers, and it is the duty of every member of the Sales Force to see that these trailers are placed with every account screening the picture.

**IT WON'T BE LONG
 NOW!**

**PARAMOUNT
 WEEK**

SEPTEMBER 3 TO 9.

THERE'S PLENTY OF PUNCH IN THE BLUE RIBBON BUNCH.

CLEAN-UP IN SOUTH AUSTRALIA.

"SIGN OF THE CROSS".

PARAMOUNT'S mammoth spectacle of Pagan Rome, "The Sign of the Cross", is making a regular clean-up in South Australia. Commencing a season at the Rex Theatre, Adelaide on July 29, the Cecil B. DeMille production is recording capacity business.

Following is the text of a telegram received by John E. Kennebeck, from Len Peuleve, Manager of the Rex:—

"SIGN OF THE CROSS GREAT SUCCESS AT REX PACKED HOUSES EVERY NIGHT REGARDS PEU-LEVE".

Mr. Peuleve had the use of the complete road show unit including the chariot.

"MAN OF THE FOREST"



Randolph Scott plays the title role in Zane Grey's "Man of the Forest".

"THE EAGLE AND THE HAWK".



it as the "Wings" of the talking screen. Fredric March and Cary Grant are "The Eagle and The Hawk", personal enemies,



Thrills in plenty are promised in "The Eagle and The Hawk", Paramount's forthcoming air picture. Leading critics have hailed

but a flying combination greatly feared. Jack Oakie provides comedy relief, and Carole Lombard lends her beauty for the roman-



tic background.

With the box-office performances of "Wings" still in our minds, we are looking to this picture to be a clean-up.



GREAT BUSINESS AT CAPITOL.

"A BEDTIME STORY".

SENSATIONAL business marked the opening of "A Bedtime Story" season at the Melbourne Capitol Theatre on Saturday last. The "S.R.O." sign was displayed for every session paying a practical tribute to the success of the picture. Jim Thornley wires that the picture is set for a lengthy season. Little Baby Leroy is the darling of the town, whilst Chevalier is now a greater favourite than ever.

The press were unanimous in their raves that "A Bedtime Story" is the greatest Chevalier picture to date.

"MAMA LOVES PAPA".



Mary Boland and Charlie Ruggles share leading honors in Paramount's "Mama Loves Papa."

"OVER THE TOP IN SEPTEMBER".

Our Back Page of Front Page News

FOR YOUR
Information
by
Reg Felton

HAVING recently completed the direction of "Jennie Gerhardt", Marion Gering has been assigned the direction of B. P. Schulberg's "The Torch Singer" with Claudette Colbert and Ricardo Cortez as the leads . . . Wallace Ford has been signed by B. P. Schulberg for "Three Cornered Moon", replacing Jack Oakie, who will be needed immediately for other assignments . . . To date five players have been cast for "Alice In Wonderland" . . . Alison Skipworth plays the role of the Duchess; Charlie Ruggles, the Mad Hatter; Charles Laughton, the Cheshire Cat or Walrus; Mary Boland, the Red Queen and Jack Oakie as Tweedledee . . . Alice is still being sought . . . Douglas Fairbanks, Jr., will be seen for the first time in a Paramount picture in Noel Coward's "The Design For Living" . . . Doug. joins Fredric March, Miriam Hopkins and Edward Everett Horton . . . Ernst Lubitsch is directing . . . Charles R. Rogers has bought the picture rights of "Eight Girls in a Boat", current German sensation, which he will remake with an American cast for Paramount . . . Bert Kalmar and Harry Ruby who were largely responsible for the laugh material in "Horse Feathers" will do a similar work for "Duck Soup" announced as the next Marx Bros. vehicle . . . Just for your information.

Remember—
PARAMOUNT WEEK
September 3—9.

Personalities

BOB WHITE, Exploitation Manager, will leave for Brisbane next week to handle the local campaign for "The Sign of the Cross" which opens at the Regent Theatre on September 2.

September 3 to 9

Mr Clark returned to his desk at Head Office on Friday last after a short honeymoon.

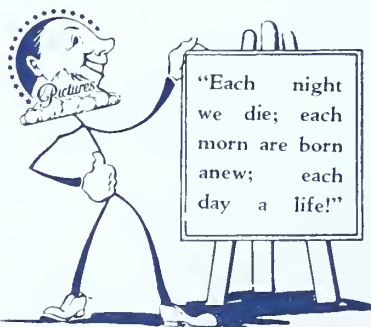
September 3 to 9

Salesman Harry Varcoe, formerly of the Melbourne office and recently transferred to Brisbane was a visitor to Head Office during the week, calling in on his way through to his new assignment.

September 3 to 9

Miss Marg. Adler is back again in Head Office after a vacation in the snow, and is proudly displaying a trophy won at skiing—but you should see what she received at ice skating.

THINK IT OVER.



The Check-Up
by Len Jones

THE popularity of the three-colour courier for "Sign of the Cross" is well proven by the fact that to date a total of over 500,000 have been ordered. It is interesting to note the quantities which at present hold pride of place in courier sales. They are as follows:—

"The Ten Commandments", 1,373,000 couriers; "Charley's Aunt", 815,000; "Beau Geste", 764,000; "Wings", 709,000; "Scaramouche", 678,000; "The Vanishing Race", 565,000; "The Sign of the Cross", 508,000.

In reaching seventh position, "The Sign of the Cross" has already passed figures which have stood for over four years. I believe that we will pass the "Charley's Aunt" figures, and if every salesman strives for the maximum order, we should stand a chance of exceeding "The Ten Commandments" record.

September 3 to 9

After weeks of steady selling, Albert Nicholas, Melbourne Ad Sales Manager, has turned the tables on Max Lovett, of Sydney, on "The Sign of the Cross" courier sales contest. Figures as at August 3rd are as under:—

Melbourne, 106,500 couriers; Sydney, 98,500.



Paramount

Vol. 7—No. 33. August 16, 1933.

PUNCH

FOR 1933

"THE SONG OF SONGS".

MR. HICKS cables me from London to the effect that "The Song of Songs" is a money picture in every sense of the word. Right on top of that message comes the mail from New York bringing news of the picture's world premiere at the Criterion Theatre, Broadway, on Wednesday, July 19.

Albert Deane writes that the opening was the most glamorous premiere Broadway has witnessed in years, and that the opening day's figures were the best recorded at that theatre in more than three years. Columns of newspaper raves on the picture were included in the mail, and after reading them I can say that I have never before looked forward to a picture so much as I am "The Song of Songs". Every critic was positive that this one is undoubtedly Dietrich's best.

Here's hoping that "The Song of Songs" will set the box-offices of the nation singing the tune of £. S. D.

William F. Clark

Managing Director.

Published every Wednesday by Paramount Film Service Ltd. Head Office, Sydney, Australia, in the interests of the Paramount organisation in Australia, New Zealand and the Far East.

Reg Kelly—Editor.



EIGHT PICTURES**IN PRODUCTION DURING JULY.**

WITH eight pictures in production, the Paramount studios enjoyed the busiest July in its history. Now before the studio cameras are Maurice Chevalier's "The Way To Love", Mae West in "I'm No Angel," the Four Marx Brothers' "Duck Soup", Bing Crosby's "Too Much Harmony", Claudette Colbert in "Torch Singer", Zane Grey's "To the Last Man", and Ernst Lubitsch's production of Noel Coward's "Design for Living", with Fredric March, Gary Cooper, and Miriam Hopkins. On location in Pendleton, Oregon, is "Golden Harvest".

September 3 to 9

CROSBY ELEVATED TO STARDOM BY STUDIO

ALTHOUGH he has played in but two pictures, Bing Crosby, radio and screen crooner, will be starred in his next filmusical, "Too Much Harmony", now in production.

Crosby made his screen debut a year ago in Paramount's "The Big Broadcast", and was put under contract. He recently played in "College Humor", the success of which caused studio officials to advance Crosby to stardom. Jack Oakie, Skeets Gallagher, Judith Allen, Harry Green and Lilyan Tashman are featured with Crosby in "Too Much Harmony".

"DISGRACED".

After scoring sensationally in his first important role in "King Kong", Paramount has signed Bruce Cabot for lead in "Disgraced". Helen Twelvetrees is the charming little lady.

Groucho Tells How To Make Duck Soup

Between scenes of the next Four Marx Brothers' picture, "Duck Soup", Groucho Marx gave his recipe for that delicious delicacy, duck soup.

"You take one chicken, two turkeys, one goose, and four cabbages. But no ducks. Absolutely no ducks. And after one taste of this mixture you'll duck soup for the rest of your life".

PRESS RAVES.**NEW YORK BOWS TO "THE SONG OF SONGS".**

WITH the sensational premiere of Dietrich's "Song of Songs" at the Criterion Theatre, New York, on July 19 last, columns of raves for the picture appeared in every newspaper. Following are some excerpts just to hand:—

"One of the most outstanding films of the season."—"Daily News".

"Another hit picture may be chalked up to Paramount."—"New York American".

"Miss Dietrich is a more exhilarating figure as the heroine of 'The Song of Songs' than she has been in any of her pictures since 'Morocco'. There is scarcely a moment that does not make you aware of Miss Dietrich's superiority to her material."—"Evening Post".

"Miss Dietrich has never appeared more alluring."—"Brooklyn Daily Eagle".

"If 'The Song of Songs' had to be brought back to the living screen it could not have enjoyed a more satisfactory production."—"New York Times".

"The star provides the most attractive portrayal she has ever offered."—"Herald-Tribune".

JUST TWO WEEKS TO GO FOR**PARAMOUNT WEEK**

SEPTEMBER 3—9.

GET AFTER THOSE EXTRA DATES NOW!**THERE'S PLENTY OF PUNCH IN THE BLUE RIBBON BUNCH.**



Two great stars in Sylvia Sidney and Maurice Chevalier are united in "The Way To Love" which is already in production. And you can keep your eyes on that cute little pup because he has plenty to do with the picture.

SELLS EVERY POSSIBILITY.

NACARD'S GREAT EFFORT FOR PARAMOUNT WEEK.

WITH less than three weeks to Paramount Week—which, incidentally, will be celebrated this year right throughout the world—evidence of action on behalf of the Sales' Force is beginning to come into Head Office.

Contracts in handy bundles are coming in by every mail and everything augurs well for a splendid week.

George Nacard wires from Perth that he will repeat his previous performance of having a Paramount picture on the screen of every possibility during Paramount Week. He also makes the statement that, by the end of the month, he will have a regular contract with every situation in the state, with the exception of three. Is that smart work or is that smart work?

"SONG OF SONGS" A KNOCKOUT!

Mr. Clark has just received the following cable from Mr. Hicks who is at present in London:—

"'Song of Songs' a knockout it is a money picture in every sense of the word and Dietrich absolutely marvellous stop this picture should be a clean up for you."

THINK IT OVER.



"THERE WERE FOUR WOMEN".

SENSATIONAL LINE-UP OF BOX-OFFICE NAMES.

WITH the recent trend towards an abundance of star value in pictures, Paramount comes to the fore once again with the announcement of "There Were Four Women".

The cast selected for this production, is undoubtedly the most impressive ever assembled for a feature length story, and will include Sylvia Sidney, Fredric March, Cary Grant, Claudette Colbert, Gary Cooper, Dorothea Wieck and Carole Lombard.

Ernst Lubitsch, who has to his credit, the direction of many of the screen's finest productions, has been announced as director.

"OVER THE TOP IN SEPTEMBER".

Our Back Page of Front Page News

FOR YOUR
Information
by
Reg Felton

WITH the selection of Hardie Albright and William Bakewell, B. P. Schulberg has completed the cast of his "Three Cornered Moon", which he is making for Paramount... The two players join Claudette Colbert, Richard Arlen, Mary Boland, Lyda Roberti, Wallace Ford and Joan Marsh... Charles R. Rogers, who has a contract to produce ten pictures for Paramount during the 1933-34 season, has announced his intention of making "Green Gold", a story based on the colorful activities of the American fruit industry... Gertrude Micheal, a tall talented beauty, who came to Hollywood to appear briefly in Chevalier's "A Bedtime Story", has been signed for her first featured role, that of Mae West's rival in the star's next picture, "I'm No Angel"... Cary Grant, having recovered from his lengthy illness will have the lead opposite Miss West... Production of "Big Executive" has been completed with Ricardo Cortez, Elizabeth Young, Richard Bennett and Sharon Lynne sharing the honors... incidentally, Cary Grant was originally signed for the lead in this picture, but because of the illness previously mentioned, Ricardo Cortez stepped up... All color pictures will make their re-appearance in "Swift Arrow", a forthcoming Charles R. Rogers produced picture. Cary Grant is the only player so far announced, still there is plenty of time before we will see this one... Just... for your information.

Personalities

FRANK KENNEBECK of the Melbourne Capitol Theatre is to be congratulated for his excellent campaign on "A Bedtime Story".

September 3 to 9

Paramount Club members are preparing for a dance at the Arts Club on September 2nd. The funds are to aid the Motion Picture Industry Benevolent Fund.

September 3 to 9

Members are also planning a motor outing to Narellan on August 27th.

September 3 to 9

Bob White leaves for Brisbane on Sunday next on business of "The Sign of the Cross" and Paramount Week.



The Check-Up by Len Jones

WITH less than three weeks to go to Paramount Week, every Ad. Sales Manager should now be concentrating on a drive for additional Ad. Sales revenue for that week. Apart from increased poster sales, attention should be given to all other advertising aids, such as lobby stands, titles, artist photos, colour paints, star head blocks, etc. There is still plenty of revenue to be picked up with these lines, and now is the time to go after it.

September 3 to 9

Albert Nicholas, Melbourne Ad. Sales Manager, is to be congratulated on the following excellent sale of lobby boards to a country exhibitor:— 2 11 x 14 Wall Boards, 2 Daybill Boards, 1 One-Sheet Board, 8 11 x 14 Window Boards.

September 3 to 9

The importance of sales letters as a follow-up on all mediocre Ad. Sales orders is again evidenced here:—

Max Lovett, Acting Ad. Sales Manager in Sydney, sold a country exhibitor the following additional material for "The Big Broadcast" and "The Miracle Man":— 2 x 24 Sheets, 2 x 6 Sheets, 2 x 1 Sheets, 2 D/c. Stereos, 50 Snipes, 2 Trailers; while Henry Quincey, of Brisbane, also reports the undermentioned sales of additional material:—"The Miracle Man", 1,000 Couriers and 250 Snipes, and 2,000 one-colour couriers for every production on which one-colour couriers are available.



Paramount

Vol. 7—No. 34. August 23, 1933.

PUNCH

FOR 1933

AN INSPIRING MESSAGE.

ONE of the most inspiring messages I have ever received came to me last mail from Mr. Hicks. The letter told the story of the recent Paramount Home Office Convention, and I am sure that this space could not be used to better advantage than to carry some of the passages from Mr. Hicks' letter.

"The New York Convention," writes Mr. Hicks, "was the most important and most sincere that it has ever been my privilege to attend during the past decade. I find myself actually at a loss for words to truly describe the emotion made manifest by each and every delegate, as well as the deep, personal satisfaction of all in the fact that Paramount is, more than ever before, Paramount, that we are proceeding valiantly and with certainty along the road to a new and greater achievement."

"We are again a red-blooded, two-fisted organisation, with magnificent product coursing through our veins, with the sinews of manpower stronger than they ever were before, in an industry where we have always paved the way, no matter what the circumstances have been."

These are just two passages from Mr. Hicks' letter, but they carry a forceful message of inspiration and enthusiasm. Elsewhere in this issue you will find some more news to gladden your hearts.

William J. Clark

Managing Director.

Published every Wednesday by Paramount Film Service Ltd., Head Office, Sydney, Australia, in the interests of the Paramount organisation in Australia, New Zealand and the Far East.

Reg Kelly—Editor.

"SEARCH FOR BEAUTY" CONTEST WINNERS.



Mr. Brian Norman, National Winner of the male section of the "Search For Beauty" Contest.

NEW ZEALAND



Here is Miss Joyce Neilson of Wellington, N.Z., winner of the feminine section of the "Search For Beauty" Contest in that country.

GWEN MUNRO, BRIAN NORMAN, JOYCE NEILSON AND EDWARD TAPLEY FOR HOLLYWOOD.

MISS GWEN MUNRO of Melbourne and Mr. Brian Norman of Sydney are the National Winners of Paramount's "Search for Beauty" Contest in Australia. The New Zealand winners are: Joyce Neilson of Wellington and Edward Tapley of Dunedin. This cabled information was received Monday by Mr. Clark.

Miss Munro and Mr. Norman will leave for the Paramount Hollywood Studios by the s.s. "Monterey" on September 20 next.

The winners were adjudged from Screen Tests of all State Winners (two from each State), which were forwarded to the Paramount Hollywood Studios for final judging. The judges comprised following well-known screen directors: Ernst Lubitsch, Cecil B. DeMille, Stephen Roberts, Lloyd Sheldon, Marion Gering, Fred Datig and Stuart Walker. Contests were also conducted in England, Ireland, Scotland, Canada, South Africa, U.S.A. and New Zealand. Each country, with the exception of America, are sending two representatives.



Miss Gwen Munro of Melbourne winner of the feminine section of "Search For Beauty" Contest.

WINNERS



This is Mr. Edward Tapley of Dunedin, winner of the male section of the New Zealand "Search For Beauty" contest.

THERE'S PLENTY OF PUNCH IN THE BLUE RIBBON BUNCH.

HERE'S GRAND NEWS FOR YOU.

PARAMOUNT IS CERTAINLY GOING PLACES AND DOING THINGS.

GLAD TIDINGS FROM MR. HICKS.

PROOF of the statement that "Paramount is going places and doing things," is contained in a most enthusiastic letter to Mr. Clark Mr. Hicks. The letter contains the information that Dietrich, DeMille, Chevalier, and Mae West will figure prominently in Paramount's new production schedule.

Following the tremendous success of "The Song of Songs", her current picture, Marlene Dietrich recently signed a renewal of her contract before she left on a visit to her homeland. She is expected back in Hollywood early next month, and will immediately commence work under her new agreement, which calls for two pictures.

Although several major companies have been after Maurice Chevalier, information from New York states that the French star will make two pic-

as a star at the box-office, will figure prominently. The ace director will contribute three outstanding productions to the forthcoming schedule. His first under the new agreement will be one of real road-show calibre in "Cleopatra". Claudette Colbert, who made such a hit as Poppaea in "The Sign of the Cross", will play the title role.

Mae West, who has taken the entire motion picture-going public of America by storm with her dynamic personality is scheduled for two productions. The first will be "I'm No Angel" and the second, "It Ain't No Sin". Her first starring picture, "She Done Him Wrong", due for early release here, smashed all box-office records throughout the U.S.A. and reports are to hand that it is repeating the same performance in England.



M. Chevalier.



C. B. DeMille.

RELEASES SET FOR PARAMOUNT WEEK

WITH the setting of outstanding releases in all capital cities, and the enthusiasm displayed by exhibitors who are competing for the £100 Shield this coming Paramount Week, has every indication of being the most outstanding that has been held.

Cecil B. DeMille's "The Sign of the Cross" and Chevalier's latest box-office success, "A Bedtime Story" will figure prominently in this year's first-run interstate releases. Releases set are as follows:—

Brisbane: "The Sign of the Cross", Regent; Kate Smith in "Hello, Everybody!", St. James.

Hobart: "A Bedtime Story", Avalon.

Launceston: "A Bedtime Story" and "Men of Tomorrow", Plaza.

Melbourne: "The Woman Accused" with Nancy Carroll and Cary Grant, State.

Adelaide: "A Bedtime Story" and "Counsel's Opinion", Rex; "Night After Night", Regent; "Island of Lost Souls", York.

Perth: "Sign of the Cross", Capitol; "If I Had a Million" and "Hot Saturday", Grand.



Mae West.



M. Dietrich

tures for Paramount, the first of which is "The Way to Love" with Sylvia Sydney as feminine lead.

Under the company's new production plans, Cecil B. DeMille, perhaps the only director whose name means as much

"OVER THE TOP IN SEPTEMBER".

Our Back Page of Front Page News

FOR YOUR Information by Reg Feltton

ALTHOUGH previously announced that Douglas Fairbanks, Jr., would make his first appearance in a Paramount talking picture in "Design For Living", it is now learned that this is incorrect, and the picture will go into production with Fredric March, Gary Cooper, Miriam Hopkins and Edward Everett Horton most prominently cast... Adrienne Ames, is the most recent of Paramount players to be stepping out with a new long term... Miss Ames has recently completed her role in "Disgraced" opposite Bruce Cabot... Studio officials also announce a newcomer to the list of players, namely Ida Lupino, 17 years old daughter of the celebrated British comedian, Stanley Lupino... Baby LeRoy, whom I am sure you all loved in "A Bedtime Story" has again been chosen for a role in "Torch Singer" with Claudette Colbert and Ricardo Cortez and, in addition, the little chap is celebrating the coming of a second tooth... Kathleen Burke will also make her reappearance in "Torch Singer"... Edmund Lowe and Victor McLaglen will again be seen in "No More Women", which Charles R. Rogers is producing for Paramount... Still concentrating on star-value for coming product, Paramount announce a most impressive cast for a western story... "To the Last Man" is the title, written by Zane Grey with Esther Ralston, Buster Crabbe, Jack LaRue, Noah Beery, Gail Patrick and Fuzzy Knight... Just for your information...

Personalities

MORRIS FCSTER returns to Paramount after an absence of a number of years. He is now attached to the Melbourne Branch as salesman, filling the vacancy made by the transfer of Harry Varcoe to the Brisbane Branch.

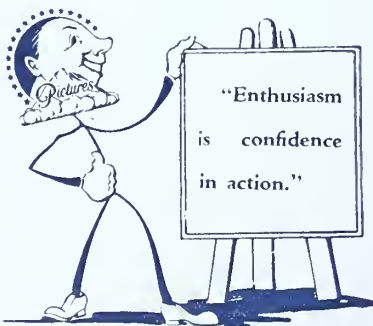
September 3 to 9

Salesman Harry Hill of the Perth Branch is to be congratulated on the number of excellent contracts he has forwarded to Head Office on "The Sign of the Cross". Harry, too, has made every contract 100 per cent. by the inclusion of big Ad. Sales orders.

September 3 to 9

J. J. Ralf, accountant at Perth, another one of the bunch of Western go-getters, writes Mr. Hurworth that as a follow-up to Mr. Nacard's selling every possibility for Paramount Week, the Accounts Dept. will undertake to make collections equal to, or even more than the total Paramount Week business.

THINK IT OVER.



The Check-Up by Len Jones

MAX LOVETT, Sydney Ad. Sales Manager, is at present spending his evenings chasing suburban exhibitors for the maximum orders of Ad. Sales on "The Sign of the Cross", and has been successful in obtaining a number of hirings for the chariot, which will net in an excellent amount of revenue for his department.

September 3 to 9

W. Bignell, Adelaide Ad. Sales Manager, again comes into the limelight with a splendid sale of 7 x 24 sheets on "Discord" to his first release house.

September 3 to 9

Both Albert Nicholas and Max Lovett are still hard at it over their fight for supremacy in the courier sales contest on "The Sign of the Cross". Figures as at August 17th are as under:—


Melb.: 122,500 Couriers.

Sydney.: 100,250 Couriers.

September 3 to 9

Last week's mail brought advice from George Hayes, of Launceston, to the effect that he has been successful in obtaining standing orders for a total of 13,000 three-colour couriers on all Long Run productions. This is an excellent achievement considering the size and possibilities of that branch.

Remember—
PARAMOUNT WEEK
September 3—9.



Paramount

Vol. 7.—No. 36. September 6, 1933.

PUNCH

FOR 1933

SUCCESS NOW WILL MAKE COMING YEAR EASIER.

IT'S always good policy to finish off one job before starting in on another. Then the new job can have undivided attention, and be moulded swiftly and effectively into the finest sort of success.

Which means that by going after those unsold possibilities now, we can throw the full force of our energy into the great and splendid year that is ahead of us.

Shortly you will be told the story of our coming 1934 product. Next year is certainly going to be Paramount's greatest year.

But that is the future. Supreme efforts now, on the part of us all, will mean that we shall start in on these pictures, as it were "with a clean slate."

You're doing wonderful work now—the evidence points to the fact that we will have a splendid Paramount Week, but that is not all, let's make a general clean-up for the remainder of the year, so that we can give the new product everything we have.

William Clark

Managing Director.

Published every Wednesday by Paramount Film Service Ltd., Head Office, Sydney, Australia, in the interests of the Paramount organisation in Australia, New Zealand and the Far East.

Reg Kelly—Editor.

PHENOMENAL BRISBANE OPENING!

"THE SIGN OF THE CROSS".

ON Saturday morning last, Mr. Clark received the following urgent wire from the Brisbane office of the Company:—

"Regent packed this morning stop tonight's advance bookings tremendous."

That telegram told the story of the opening session of "The Sign of the Cross" at the Regent Theatre.

A glamorous story could be written about the opening, but as we all are interested only in the story told by the box-office, it can be said that the "House Full" sign graced the lobby for all four sessions. The picture grossed figures that constituted almost a record, and the performance was repeated on Monday too. From the advance sale of tickets recorded up to Tuesday, it is expected by the management that the picture will establish a record opening week.

Bob White, Paramount Exploitation Manager, made the trip to the Northern capital, and together with Billy Maloney, was responsible for a sensational campaign.

STOP PRESS!

A check-up made yesterday by General Theatres Corp. reveals the fact that "The Sign of the Cross" grossed more money on Saturday than any other picture in Australia.

MR. HICKS CABLES.

London

Clark
Paramount
Sydney

DeMilles This Day and Age is sensation very daring theme picture big in every way coming product looks great regards.

Hicks.

The above cable was received on Monday by Mr. Clark from Mr. Hicks, who is at present in London. It speaks for itself.

"SHE DONE HIM WRONG"

CREATES BOOKING RECORD.

NOT since D. W. Griffith produced that first great motion picture spectacle, "The Birth of a Nation", almost twenty years ago, has a picture been booked in the U.S.A. for so many repeat engagements as Mae West's "She Done Him Wrong".

Released for the first time six months ago, "She Done Him Wrong" already has had 6,000 repeat engagements, and is still going strong.

Countless thousands have seen the curvacious blonde actress in her Gay Nineties characterisation a second, third fourth and even a fifth time.

Miss West was accorded another extraordinary compliment recently by exhi-

bitors. "Night After Night", in which she made her screen debut in a role subordinate to that of George Raft and Constance Cummings, has had more than 5,000 re-bookings following the success of "She Done Him Wrong".

SINGAPORE'S GREAT PERFORMANCE.

JACK GROVES and his boys in the Far East are very much to the fore in the Paramount Week Drive. Jack advises Mr. Clark that the Singapore Branch has sold every possibility for Paramount Week. Besides three city first release houses, thirty-four country theatres will be screening a Paramount picture this week. Great work!

THERE'S PLENTY OF PUNCH IN THE BLUE RIBBON BUNCH.



Here it is, the first still to arrive from "Duck Soup," the next Marx Bros. picture. The "prima donna" in the foreground is, of course, Groucho Marx. Harpo is off the set somewhere, chasing a blonde. Yes, there's oodles of music in this one.

**200 PER CENT. INCREASE
OVER SPECIAL'S QUOTA.**

**GREAT DOUBLE BILL
BOOKED FOR CAPITOL.**

**AD. SALES RECORD IN
NEW ZEALAND.**

WEDDING GIFT.



The beautiful canteen of cutlery presented to Mr. and Mrs. Clark by the Paramounteers of the Blue Ribbon Bunch as a wedding gift. Mr. Clark, through "Punch" thanks you all for your kind thought and states that the gift will always be one of their most treasured possessions.

**"A FAREWELL TO ARMS"
AND "INTERNATIONAL
HOUSE".**

MR. CLARK has okayed the release of "A Farewell to Arms" and "International House", as a double feature bill at the Capitol Theatre, Melbourne, next Saturday, September 9.

"International House" will enjoy its first Australian release, while "A Farewell to Arms" recently completed its Sydney season at the Prince Edward.

WITH reference to the increase in Ad. Sales orders obtained for "The Sign of the Cross", reports in "Punch" show that all Branches have responded to Mr. Kennebeck's request for adequate Ad. Sales orders for the picture.

New Zealand can always be depended upon to do its part in all campaigns, and selling Ad. Sales for "The Sign of the Cross" is no exception.

Ad. Sales sold and delivered to date represent a 200 per cent. increase over the average for specials in that territory.

IF IT'S A PARAMOUNT PICTURE—IT'S THE BEST SHOW IN TOWN!

Our Back Page of Front Page News

FOR YOUR Information by Reg Felton

PARAMOUNT'S production schedule reveals that no less than ten of the company's coming pictures will be humorous, with the addition of music... To name the titles, here they are, "Mama Loves Papa", "Good Time Harry", "Cloudy With Showers", "Duck Soup", "Funny Page", "Three Corned Moon", "Tillie and Gus", "Too Much Harmony", "We're Sitting Pretty", "Take a Chance"... Among the players who will be most prominently cast are, The Marx Bros., Charlie Ruggles, Mary Boland, George Burns, Gracie Allen, W. C. Fields, Alison Skipworth, Bing Crosby, Jack Oakie, Jack Haley and Skeets Gallagher... Undoubtedly the most envied director in Hollywood at the present time is Norman McLeod who, on the completion of "Tillie and Gus", will receive one of Paramount's prize directorial assignments, that of "Alice in Wonderland"... B. P. Schulberg has purchased the screen rights to the Arthur Davis play, "Reunion" and will make the screen version for Paramount to be released during the coming season. Sylvia Sidney has been selected to fill the leading feminine role opposite Herbert Marshall, who quite recently returned from London to fulfil his Paramount contract... Claudette Colbert and Mary Boland have been chosen by Cecil B. DeMille as two principals in his next Paramount production, "Four Frightened People"... Just for your information...

Personalities

GENERAL Sales Manager Mr. W. Hurworth, is at present in Adelaide on a business trip.

Bob White, Exploitation Manager, returned to Head Office on Monday last from a trip to Brisbane, where he effectively handled the campaign for "The Sign of the Cross".

Members of the Head Office staff made whoopee on Saturday night, when the final dance of the season was held at the Arts Club.

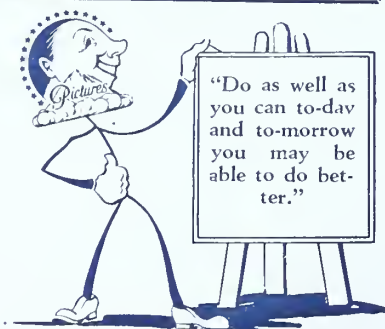
Advertising and Head Office Accounts Depts. will meet this week to decide the final of the inter-office tennis tournament.

COURIER CONTEST.

ALBERT NICHOLAS of Melbourne still continues to lead Max Lovett of Sydney in "The Sign of the Cross" courier drive, although Max has made up a little of the leeway. Figures as at August 31st are:—

Melb.: 125,250 Couriers.
Sydney: 108,500 Couriers.

THINK IT OVER.



The Check-Up by Len Jones

WE are now in the midst of our Paramount Week Drive, and all Ad. Sales Managers are at present doing everything in their power to exceed quotas set for this week. Mr. Clark mentioned in last week's "Punch" that, as a matter of principal, this Paramount Week MUST be our greatest on record. It therefore behoves every Ad. Sales Manager to put forth his greatest efforts to help in bringing about this result.

During the last few months our sales of lithos, daybills and couriers have been increasing to such an extent that it has become necessary for us to increase our initial orders of these items. This is no doubt due to the exceptionally high quality of these colourful and forceful posters that we are consistently turning out.

Following on George Hayes' increased sale of couriers recently mentioned in "Punch", Ron Lawn of Perth and Bill Bignell of Adelaide have also been putting in some good work in this direction. Bill reports these additional sales of couriers, 10,000 on "The Sign of the Cross" and 5,000 on "A Bedtime Story", while Ron has sold 5,000 couriers each for "Trouble in Paradise", "Evenings For Sale" and "The Sign of the Cross".



Paramount

Vol. 7—No. 37, September 13, 1933.

PUNCH

FOR 1933

PARAMOUNT IS PARAMOUNT.

ON another page of this issue of "Punch" you will find the report of the box-office check-up for the first half of the year by the American "Motion Picture Herald". The report shows proof of the fact that Paramount is paramount at the box-office, listing four Paramount Pictures against two from other leading distributors.

Here is positive proof of Paramount's supremacy. The "Motion Picture Herald" is the most reliable trade paper in the U.S.A., and the announcement of the "Box-Office Champions" is made only after a comprehensive survey of the theatre reports from all key centres.

Shout this news from the housetops and the news too, that Paramount has many more box-office champions still to come. Champions like "The Song of Songs", "This Day and Age", "The Way to Love", "International House" and a host of others.

William F. Clark

Managing Director.

Published every Wednesday by Paramount Film Service Ltd., Head Office, Sydney, Australia, in the interests of the Paramount organisation in Australia, New Zealand and the Far East.

Reg Kelly—Editor.



**"A BEDTIME STORY'S"
GREAT SECOND RUN.**

PLAYING a simultaneous second-run at both the Empire and Rialto Theatres, Sydney, "A Bedtime Story", recorded sensational business last week.

At the Empire, the picture grossed the best business since the theatre changed its policy to second run, whilst at the small capacity Rialto, the house-full sign was on show in the lobby right throughout most of the week. On Friday night, the last night of the season, the picture attracted more than capacity business with a long queue in evidence from seven o'clock until after eight.

"92% NACARD".

GEORGE NACARD, way over in Western Australia has instituted a special sales drive all on his own. To use his own words, the objective is "100 per cent. Distribution by September 30 or bust!"

At the present time George has the very fine record of having 92 per cent. distribution in his territory, and being a good fighter, he is not satisfied with his great performance, and has decided to make it 100 per cent. perfect. Accordingly, George writes "Punch" that from now on he is to be called "92 per cent. Nacard", that is, of course, until he reaches the 100 per cent. mark.

**GREAT
BUSINESS!**

**"THE SIGN OF
THE CROSS".**

**SUCCESS OF BRISBANE,
ADELAIDE AND PERTH
SEASONS.**

PLAYING as a Paramount Week attraction in Brisbane, Adelaide and Perth. Paramount's big road-show attraction, "The Sign of the Cross" piled up record grosses in all three cities. Opening in Brisbane on Saturday, September 2nd, at the Regent with figures that were not exceeded by any other theatre in Australia on that day, the picture continued to gross capacity business right throughout the week.

In Adelaide, the DeMille special played a great season of three weeks, whilst in Perth, sensational business was recorded at the Capitol Theatre.

At present playing the suburbs in Sydney, "The Sign of the Cross" is clicking to great business everywhere, particularly in the theatres operated by Hoyts Ltd.

Manager Laurie Thomas of the Hoyts Theatre, Clovelly, was rewarded for his excellent campaign by doing the best business in months. Similar cases are at the Enmore Theatre, Enmore, Orpheum Theatre, North Sydney, De Luxe Theatre, Ashfield and the Australian Theatre, Liverpool Street.

**FINE MELB. OPENING FOR
"INTERNATIONAL
HOUSE".**

PARAMOUNT'S musical comedy, "International House", enjoyed a brilliant opening at the Capitol Theatre, Melbourne, on Saturday last, according to a wire received by Mr. Clark, from James L. Thornley of the Capitol Theatre. The picture was well received by press and public alike, the telegram states.

"International House", with a cast of radio, stage and screen headliners including W. C. Fields, Peggy Hopkins Joyce, Stuart Erwin, Sari Maritza, Burns and Allen and a host of others will commence its Sydney season at the Regent Theatre on Saturday next.

HOLLYWOOD HO!

GWEN MUNRO and Brian Norman, winners of the "Search For Beauty" Contest are at present busy attending farewell functions and send-offs prior to their departure for Hollywood on Wednesday next, September 20.

Paramount Head Office staff will have an opportunity of meeting the couple one day next week in the Little Paramount Theatre.

The couple will be farewelled by Paramount executives at a luncheon on Tuesday.

A REMINDER.

You are asked to remind exhibitors competing for the Paramount Week Exploitation Shield that all evidence of their campaigns should be in the hands of the Exploitation Manager, Head Office, Sydney, before October 15.

GREAT SUCCESS OF PARAMOUNT WEEK.

LAUNCESTON LEADS FIELD IN SPECIAL CONTEST.

THREE BRANCHES OVER QUOTA IN FILM RENTALS.

AD. SALES BOYS DO WELL.

WITH three branches over the special quotas set in Film Rentals, and five branches over quota in Ad. Sales, this Paramount Week has been an outstanding success.

From a check-up of figures made yesterday by Head Office Statistician A. W. L. Naylor, Launceston leads the field in both Film Rentals and Ad. Sales.

The results in both departments are identical, with Brisbane and Perth finishing a close second and third.

In Film Rentals the three place-getting branches all exceeded the special quotas set, whilst in Ad. Sales the three branches mentioned, together with Adelaide and Sydney grossed over-quota business.

The following are the placings:—

PARAMOUNT WEEK, 1933.

Position.	Branch.
1.	Launceston
2.	Brisbane
3.	Perth
4.	Adelaide
5.	Wellington
6.	Sydney
7.	Melbourne

PARAMOUNT TAKES HONORS IN £ s. d. CHECK-UP.

M.P. HERALD'S BOX-OFFICE CHAMPION.

PARAMOUNT takes the honors of the 1933 pictures in the American "Motion Picture Herald" bi-annual check-up on the box-offices of the nation.

Every six months the famous trade journal, after a careful analysis of the box-office reports received from the leading key centre theatres, lists the "Box Office Champions" for that period.

The four Paramount pictures listed in The Herald's "Box Office Champions" for the first half of 1933, are:

"The Sign of the Cross";
"A Farewell to Arms";
"A Bedtime Story";
"College Humor".

Second place in the honors list is shared by four other distributors, with two pictures each.



Here is Miss Gwen Munro signing the Paramount contract which will give her a part in the Paramount picture, "A Search for Beauty". James L. Thornley, of the Capitol Theatre, witnesses the signature.

This is a clean-up victory for Paramount, and the check-up reveals that the state of America's movie tastes does not differ greatly from the local choice. In all, fifteen pictures are named, and with the exception of the German production, "Maedchen in Uniform" and Paramount's "College Humor", all have been released here and have clicked at the box-office.

IF IT'S A PARAMOUNT PICTURE—IT'S THE BEST SHOW IN TOWN!

Our Back Page of Front Page News

FOR YOUR *Information* by Reg Felton

STILL another casting has been announced for "Alice In Wonderland", . . . that of Sir Guy Standing, who will play the role of the White Knight . . . for just another mention of the principals already assigned, here they are, Charles Laughton, Alison Skipworth, Mary Boland, Jack Oakie and Charlie Ruggles . . . There is still a little doubt as to whom will be awarded the title role of Alice . . . Richard Wallace, whom you will recall was responsible for the direction of "Innocents Of Paris", has been assigned the direction of "Eight Girls in a Boat" which Charles R. Rogers is making for Paramount . . . Eight, unknown girls, it is believed, will be cast in the leading roles . . . Although previously announced that "White Woman" would be Dorothea Wieck's first picture then following "Cradle Song", production plans have been reversed and "Cradle Song" has gone into production while "White Woman" will commence immediately after . . . Marlene Dietrich's next, following "Song Of Songs" has been announced as "Her Regiment Of Lovers" in which she will play the role of Catherine the Great of Russia . . . Von Sternberg is in charge of direction . . . George Raft's dancing ability will be displayed in "Midnight Club", an adaptation of an E. P. Oppenheim story . . . Raft will play the role of a custom agent who solves a gigantic jewel smuggling plot . . . Just for . . . your information . . .

Personalities

IT's a boy! The proud daddy is Bill Wylie of the Customs' Dept., Head Office. The big event happened on Sunday last, and Mrs. Wylie is doing nicely, thank you, and young Wylie . . . well, and Bill . . . we ask you.

Mr. Hurworth, who spent last week in Adelaide has continued his trip on to Perth to pay a visit to 92 per cent. (Ivory Soap) Nacard.

John Laycock of the Publicity Dept. is frolicking in the snow at Kosciusko during his annual vacation.

START PLUGGING IT NOW!
Dietrich's Greatest,
"THE SONG OF SONGS"
COMING SOON!

THINK IT OVER.



The Check-Up by Len Jones

ONCE again the numbers are up for Paramount Week, the first week of the September Drive, and to George Hayes, of Launceston, goes the honor of returning the greatest percentage of Ad. Sales business for this week. Henry Quincey was a close second, while Ron Lawn gained third position.

Splendid business in lobby stands was a feature of last week's sales from Melbourne, Adelaide and Sydney. Albert Nicholas has sent in orders for three gilt 11 x 14 stands, three daybill boards and one nu-style 11 x 14 and 1-sheet board, while Max Lovett sold one nu-style 11 x 14 and 1-sheet board and one gilt 11 x 14 board, and Bill Bignell reports sales of two daybill boards and one nu-style 11 x 14 and 1-sheet board.

Henry Quincey was responsible for some excellent sales during Paramount Week, amongst which were orders of 3,000 couriers each "To-night is Ours", "Horse Feathers", "Trouble in Paradise", and 3 x 24 sheets "To-night is Ours".

Jack Edwards, Brisbane booker, has sent in an excellent Ad Sales order covering the requirements of an exhibitor at Mount Isa on three Special productions.

PUNCH

FOR 1933

FUTURE LOOKS GREAT.

WOOL prices have reached a record high level . . . thousands are returning to jobs . . . Figures show that theatre attendances generally, are on the increase . . . times ARE getting better.

With Paramount, the future never looked better than it does to-day. Right now the company is in a better position than it has been for three years. Out here we are riding on the crest of a wave towards Prosperity. Paramount Week was one of the best on record . . . "The Sign of the Cross" and "A Bedtime Story" are grossing phenomenal figures everywhere . . . "She Done Him Wrong" has just started on its money sweep of the country . . . "College Humor" is ready for release . . . Money picture after money picture is coming along in an unbroken line.

The future certainly does look great for Paramount, and each and everyone of us, because Paramount's success is our success.

William J. Clark
Managing Director.

Published every Wednesday by Paramount Film Service Ltd., Head Office, Sydney, Australia, in the interests of the Paramount organisation in Australia, New Zealand and the Far East.

Reg Kelly—Editor.



"ALICE" CHOSEN.



CHARLOTTE HENRY.

DIETRICH'S NEXT.

"HER REGIMENT OF LOVERS".

MARLENE DIETRICH'S next Paramount picture, under the direction of Josef von Sternberg, will be "Her Regiment of Lovers", in which she will play Catherine the Great of Russia.

The story is an original written by Manuel Komroff, noted author of "Coronet" and "Two Thieves". Komroff has made a study of the romantic career of Russia's famous ruler, and now is in Hollywood completing the script dealing with Catherine's colorful love-life.

This will be the first time that Miss Dietrich has portrayed a famous historical character upon the screen.

Now vacationing in Europe, following completion of her picture, "The Song of Songs", Miss Dietrich is expected to return to Hollywood early in October.

CHARLOTTE HENRY WINS COVETED ROLE.

BROOKLYN GIRL.

CHARLOTTE HENRY, of Brooklyn, N.Y., has been selected to portray the title role in "Alice in Wonderland".

This information was received on Monday last by Mr. Clark by cable from the New York office of the company.

Miss Henry will be remembered as the girl who played the part of "Mary Jane" in the Paramount picture "Huckleberry Finn" starring Jackie Coogan. She was selected for the coveted role of "Alice" following an international search in which over 70,000 girls throughout the world sent in photographs to the Studios.

It had been previously announced that the role had been awarded to Miss Ida Lupino, the English stage actress, who was recently signed to a long term contract. In view of the cable just received, that information is incorrect.

ONCE AGAIN!

JUST to remind you all once again that the closing date for entries in the Paramount Week Exploitation Shield Contest closes on October 15. By that date all evidence of exhibitors' campaigns should be in the hands of the Exploitation Manager, Head Office, Sydney.



FAREWELL AUSTRALIA!

GWEN MUNRO AND BRIAN NORMAN SAIL FOR HOLLYWOOD.

AFTER a hectic two days of farewells and official functions, Miss Gwen Munro and Mr. Brian Norman, national winners of the "Search For Beauty" Contest, sailed for Hollywood this morning, on the s.s. "Monterey".

On her arrival from Melbourne on Monday, Miss Munro was taken in charge by Bob White and Reg Kelly, who were in charge of all official appointments. That day was spent visiting leading stores. On Tuesday the couple were given a farewell by the Lord Mayor of Sydney (Ald. Hagon), an official luncheon by Paramount executives, and a supper party by the management of the New Cavalier. They also made a personal appearance from the stage of the Prince Edward Theatre. Any other spare time was taken up posing for photographers, and being interviewed by the Press.

THERE'S PLENTY OF PUNCH IN THE BLUE RIBBON BUNCH.

DOING RIGHT BY THE BOX OFFICE.

MAE WOWS 'EM.

"SHE DONE HIM
WRONG" CLICKS
AT GRAND, PERTH.

MAE WEST, Paramount's curvacious star has clicked in a big way. Her first starring picture "She Done Him Wrong", enjoyed quite a sensational Australian premiere at the Grand Theatre, Perth, on Friday last.

Here's the story told by Perth Branch Manager George "92 per cent." Nacard, in a telegram to Mr. Clark:—

"Despite terrific storm Friday and Saturday Grand only theatre in Perth that turned people away both nights stop 'She Done Him Wrong' going over like house on fire only trouble cash customers wanted to see more of Mae West stop This picture will be knock-out in Sydney."

There's the story, and what a peach it is. "She Done Him Wrong" has started on its money sweep of the nation. If that hot wire is any criterion, the picture looks like repeating the performances here that it put up in America, where its record is just as sensational as its star.

In the U.S.A., "She Done Him Wrong" has put up the record of over 6,000 repeat bookings. At the Downtown Theatre, Los Angeles, it has played no less than seven re-



A dramatic scene from Cecil B. DeMille's forthcoming special, "This Day and Age," a story of youth's revolt against modern conditions.

peat seasons. A record for any picture.

Clear the decks now for "She Done Him Wrong", which is going to do right by the box-offices of the country.

GREAT AUCKLAND BUSINESS FOR "A BEDTIME STORY".

FOLLOWING a most successful season in Sydney and Melbourne, Maurice Chevalier's "A Bedtime Story" opened at the Regent Theatre, Auckland, and played to the best business registered for six months at this theatre.

So popular did Chevalier and Baby LeRoy prove, that the Regent held the picture for a second week.

BIG BALLYHOO FOR "THIS DAY AND AGE".

HAILED by Mr. George Schaefer, studio officials, and everyone else who has seen it as one of the outstanding headliners of next year's programme, Cecil B. DeMille's "This Day and Age" was given a high-power exploitation opening in U.S.A., which was commensurate with its importance as an out-and-out big money-getter of the new season.

The world premiere at Chicago on August 18 was a gala event, attended by Cecil B. DeMille, Judith Allen and the famous Juniors who appear in the picture, and accompanied by the wide-scale exploitation for which Paramount has become famous.

IF IT'S A PARAMOUNT PICTURE—IT'S THE BEST SHOW IN TOWN!

Our Back Page of Front Page News

FOR YOUR Information by Reg Felton

WITH "The Search For Beauty" contest completed, the principals for the cast are now being assembled... the first player announced is "Buster" Crabbe, who is at present playing an important role in Zane Grey's "To the Last Man"... Douglas MacLean, one time Paramount screen favorite, is now concentrating his efforts on the directorial side of production, so much so, that he has been awarded a long term in this capacity. MacLean's first assignment is the direction of "Tillie and Gus" with W. C. Fields, Alison Skipworth and Baby LeRoy... For his first Hollywood assignment William Frawley, New York stage actor, and one of the most recent additions to the players list at Paramount Studios, will make his initial appearance in "Captain Jericho"... Richard Arlen, Sir Guy Standing and Baby LeRoy are the only others so far announced for this picture... Mahlon Hamilton, also an old timer who has many old-time successes to his credit as a leading man, has been engaged to play an important role in Mae West's "I'm No Angel"... the supporting cast includes Cary Grant, Edward Arnold, Dorothy Peterson, Kent Taylor... Included in the list of Paramount's coming musicals, is "Take a Chance", which, it is learned, will mark the reappearance of Buddy Rogers on the Paramount lot... among the others are, Jimmy Dunn, Ukelele Ike, Lilian Roth, Dorothy Lee, Lilian Bond and Lona Andre... Just For Your Information...

Personalities

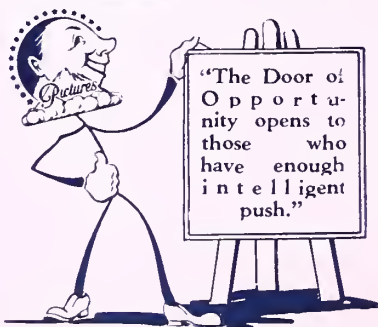
AFTER five years' association with Paramount, Bill McKeown of Head Office Booking Dept. will leave for Brisbane next Saturday, when he will fill a similar position with another company.

George McNeil, attached to Little Paramount Theatre, leaves for Tenterfield on his annual vacation next Saturday. Miss Winter of Head Office is also at present on vacation.

Mr. Gordon Brookes is still touring Northern Queensland with Harry Varcoe, and reports that every town they have visited will screen "Sign of the Cross". Jack Edwards holds the reins while Mr. Brookes is on tour.

**START PLUGGING IT
NOW!
Dietrich's Greatest,
"THE SONG OF
SONGS"
COMING SOON!**

THINK IT OVER.



The Check-Up by Len Jones

ONE of the snappiest one-colour couriers yet handled by our Department will be available for "College Humor". All other Ad. Sales items on this picture are also of an exceedingly high calibre, and the production is the goods. We are therefore looking forward to some excellent Ad. Sales orders on this one. Sample couriers will be forwarded to the Sales Force at an early date.

We offer congratulations to Bert Matts, who has been promoted from the Despatch Department to Head Office Ad. Sales in charge of the Store Department.

Copies of an exceptional batch of sales letters were this week received from Henry Quincey, who has adopted a campaign for the promotion of 24-sheet sales. Henry has been checking through exhibitors' past Ad. Sales orders, and is writing to all who previously used this sized poster, but who, at present, do not do so. He is offering to supply local 24-sheets at £1 each, provided the exhibitor will sign an Ad. Sales order for a minimum of one on every production under contract. He is also making the offer to those showmen who, at present, only use 24-sheets on Long Run productions. This is an excellent idea, and one which is bound to bring increased revenue to his Department.



Paramount

Vol. 7—No. 39. September 27, 1933.

PUNCH

FOR 1933

KNOW YOUR PRODUCT.

YEAR by year our product has grown in power, in punch and in popular appeal. We have led the world for years now, and with the new product coming along, we will be in a better position next year than we have ever been. Still, a lot of us are prone to take all this for granted, and when anything is taken for granted it loses a great deal of its punch.

We don't conduct enough sales arguments with ourselves to convince us that we have positively and absolutely the best product.

And if you want to prove it . . . then just go and see some other make or makes of pictures; see a bunch of them to make sure you haven't dropped onto the exceptions, and then you'll know why the name of Paramount is 100 per cent. truth.

Make a practice of doing this regularly, or at certain intervals . . . it's the best kind of tonic to make you whole-souledly satisfied with the product you are selling, and with the kind of pictures that are constituting your opposition.

William F. Clark

Managing Director.

Published every Wednesday by Paramount Film Service Ltd., Head Office, Sydney, Australia, in the interests of the Paramount organisation in Australia, New Zealand and the Far East.

Reg Kelly—Editor.

TEMPTRESS!



Racquel Torres, who will vamp all four of the Marx Bros. in their next Paramount Picture, "Duck Soup".

MR. HICKS IN EUROPE.

THE last issue of "International News" to hand gives the information that Mr. Hicks is at present in Europe making a complete survey of most of the countries. He is being accompanied by Eugene J. Zukor.

Mr. Hicks was present at the English Convention, held in London on July 28. Before returning to New York, he will visit the Paramount offices in France, Italy, Germany, Holland, Belgium, and the Scandinavian countries.

Mr. Hicks is conveying to all European Paramounters a message of optimism regarding the Company, and scintillating cheer regarding the forthcoming product.

PARAMOUNT WILL MAKE THE WORLD LAUGH.

TEN COMEDIES LISTED.

CONVINCED by the success of "College Humor" that the world wants "happy entertainment" in larger quantities, Paramount has announced plans for the making of ten comedies for the new season programme. These will star such laugh combinations as the Four Marx Brothers, Charlie Ruggles and Mary Boland, George Burns and Gracie Allen, W. C. Fields and Alison Skipworth, Bing Crosby, Jack Oakie, Jack Haley and others.

The public's approval of the Ruggles-Boland merger, as evidenced at the recent preview of "Mama Loves Papa", has resulted in plans for filming "Good Time Charlie" with this pair. The Bing Crosby-Jack Oakie-Burns and Allen amusement amalgamation will do at least two, namely "Cloudy With Showers" and "Cruise to Nowhere".

Others for the coming season include "Duck Soup", with the Marxes; "Funny Page", with Paramount's entire list of comedians; "Three-Cornered Moon", from the Broadway play, with Claudette Colbert, Richard Arlen and Mary Boland; "Tillie and Gus", starring W. C. Fields, Alison Skipworth and Baby Leroy; "Too Much Harmony", featuring Oakie, Skeets Gallagher and Harry Green; "We're Sitting Pretty", with Oakie and Haley, the latter the late star of "Take a Chance", and "Republicans and Sinners", with Fields, Ruggles, Miss Skipworth and Miss Boland.

FINISHING TOUCHES.



Mae West has the final touches added to her make-up before stepping on to the set of "I'm No Angel," her next Paramount Picture.

SALLY O'NEILL GIVEN CONTRACT BY ROGERS.

SALLY O'NEILL has been placed under personal contract to Charles R. Rogers, who produces independently for Paramount. Her first picture during the coming season is "We're Sitting Pretty", with Jack Oakie and Jack Haley.

GEORGE BANCROFT COMES BACK.

THE colorful life of "Diamond Jim" Brady will be brought to the screen, it is revealed in the purchase by Charles R. Rogers of Michael L. Simmon's story, "The World's Greatest Spender". George Bancroft will play the stellar role in the production, which Harry Joe Brown will direct for Paramount release.

THERE'S PLENTY OF PUNCH IN THE BLUE RIBBON BUNCH.

"SEARCH FOR BEAUTY" WINNERS FAREWELLED.

Camera shots of some of the official farewells tendered Gwen Munro and Brian Norman, winners of Paramount's "Search for Beauty" contest before their departure for Hollywood. Below: Luncheon given by Paramount Executive at Romanos.



The lucky people snapped with a group of well-wishers on the patio of Bebarfald's Hollywood Bungalow.



Gwen Munro mannequins in David Jones' Cinema Shop.

BRISBANE PLEADS FOR FOURTH PRINT.

"THE SIGN OF THE CROSS" IN GREAT DEMAND.

IN a plea to Head Office for an additional print for "The Sign of the Cross", Gordon Brookes, Brisbane Manager, forwards a booking chart to back his claim, which shows how his present three prints are working to capacity.

This chart tells the story of the money sweep being made by the DeMille spectacle. Two prints usually fill the requirements of the Brisbane Branch, but following the tremendous season at Brisbane Regent, the demand for the picture has been so great, that an extra print was requisitioned.

And now comes the order for a fourth print!

Exhibitors everywhere know what a box-office attraction is "The Sign of the Cross", and are stampeding to get early dates.

The picture has played most of the important New South Wales and Victorian centres, but is at present just starting out on its South and West

Australian country releases. These two branches have both ordered extra prints to cope with the demand.

**WATCH FOR IT!
PARAMOUNT'S
1934
ANNOUNCEMENT.**

"POPEYE THE SAILORMAN" IS NEW CARTOON CHARACTER

Meet "Pop-eye the Sailor-man", a new character and playmate of Betty Boop in Paramount Cartoons. "Pop-eye" is a strong favourite in America, and is quite a star in comic strips. Just recently he was persuaded to lend his rough-house tactics to the screen, and such a hit has he made in his first Paramount Cartoon, that the company has decided to produce a special series for the new season schedule.



Hail "Popeye the Sailor-man" a new Paramount star!

IF IT'S A PARAMOUNT PICTURE--IT'S THE BEST SHOW IN TOWN!

Our Back Page of Front Page News

FOR YOUR Information by Reg Felton

IN motion pictures less than three months, Judith Allen, one of Paramount's most recent discoveries, has been awarded her third important assignment, that of the feminine lead in "Captain Jericho"... DeMille's "This Day and Age" and the musical "Too Much Harmony" are the other assignments... Marion Dix, veteran screen writer, has been added to the writing staff of the company and will collaborate with George Marion, Jr. on the dialogue of "Cruise to Nowhere"... Bing Crosby, W. C. Fields and Burns and Allen have been assigned to this cast... The first all star comedy team picture in Hollywood history has been planned; and for the cast, Paramount has announced the laugh combinations of W. C. Fields and Alison Skipworth... Charlie Ruggles and Mary Boland, and George Burns and Gracie Allen... "Republicans and Sinners" will be the title... Bing Crosby is spending his time between scenes of "Too Much Harmony", in teaching a few vocal tricks to Claudette Colbert and Gary Cooper. Claudette, will do quite a lot of vocalising in "Torch Singer", while Gary Cooper will be heard harmonising with Roscoe Karns in "One Sunday Afternoon"... Recent cast additions are; Lilyan Tashman for "Too Much Harmony" with Bing Crosby, Jack Oakie, Skeets Gallagher and Harry Green, and Verna Hillie and Edward Arnold have joined the cast of "Duck Soup" with the Marx Bros... Just for your information.

Personalities

JOHN E. KENNEBECK, Director of Publicity and Advertising, has been in Melbourne on Capitol Theatre business for the past few days. He is expected back in Head Office to-day.

The cigars were passed out again last week. Len Jones, Manager of Head Office Ad. Sales Dept., is the proud daddy. It's a girl, born on Thursday last. Len's cigar supply must be running low, because the latest arrival makes the fourth member of the Jones family.

John Laycock of the Head Office Publicity Dept., has returned to his desk following a well spent vacation.

Members of the N.S.W. Branch presented Bill McKeown, who resigned his position as booker, with a magnificent gold wrist match.

THINK IT OVER.



The Check-Up by Len Jones

MAX LOVETT has been thoroughly exploiting every avenue for extra revenue. A batch of sales letters forwarded to country and suburban centres brought in additional sales. Max made the best sale of 24-sheets to a weekly change house in quite a while, the quantity being seven for "I Love That Man", sold to the Capitol Theatre, Sydney.

Ron Lawn, Perth Ad. Sales Manager, and W. Bignell, Adelaide Ad. Sales Manager, have also been on the move for extra revenue, the former turning in orders for 5 x 24 sheets on "A Bedtime Story" and 3 x 24 sheets on "A Lady's Profession", and the latter a splendid batch of orders covering requirements of the Clifford Circuit on "A Bedtime Story".

"The Sign of the Cross" is certainly going over big in the Brisbane territory. Henry Quincey's requisitions for this production to fill Ad. Sales orders are exceedingly pleasing to note.

Sydney is slowly making up the leeway in the courier sales drives between Sydney and Melbourne for "The Sign of the Cross". Figures at September 21st were:—

Melbourne	131,250 couriers
Sydney	124,250 couriers

The Paramount Pictures logo, featuring a mountain peak with a star above it, enclosed in a circle.

Vol. 7—No. 40. October 4, 1933.

PUNCH

FOR 1933

HAIL PROSPERITY!

SOME weeks ago I was very happy to be able to give you, with all sincerity possible, a message which told of the return of those Grand Times which meant so much to all of us. Since I gave you that message much has transpired to substantiate the statements which it contained.

Pictures like "The Sign of the Cross" and "A Bedtime Story" are doing pre-depression business everywhere. "She Done Him Wrong" and "College Humor" are just starting out on a money clean-up. "The Song of Songs" is ready to follow. Not for years have we had such a consistency of money pictures. We are winning the praise of exhibitors because right now most of our competitors are holding over the best of their product for their new season line-up. Not so with Paramount. Our new product we know, will be even greater than the pictures we are releasing now . . . or pictures than we have ever released.

Heads up to the future.

William F. Clark

Managing Director.

Published every Wednesday by Paramount Film Service Ltd., Head Office, Sydney, Australia, in the interests of the Paramount organisation in Australia, New Zealand and the Far East.

Reg Kelly—Editor.



**DE MILLE PICTURE IS
CHEERED AT OPENING.**

ONE of the most sensational audience receptions ever accorded a motion picture was that which greeted the first showing of Cecil B. DeMille's latest picture, "This Day and Age", at the Paramount Theatre in Los Angeles. Following the end of the film, the balance of the show was halted while the audience cheered wildly for five minutes.

**NOTED AUTHORS
JOIN STUDIO'S
WRITING STAFF**

SIX new and noted writers have joined the Paramount staff within the past few days. Leading the list is Phil Strong, author of "State Fair" and "Stranger's Return", whose first assignment is the adaptation of "Woman of the Earth" by A. J. Cronin.

Frank Craven, is at work on a story for Charlie Ruggles and Mary Boland, and Adele Rogers St. John, another of the newcomers, is doing the screen adaptation of the Rupert Hughes story, "Miss Fane's Baby Is Stolen".

Margaret Hawkins, New York newspaper woman, is at work on the screen play of "Fifty Years From Now"; Stephen Morehouse Avery, frequent contributor to the "Saturday Evening Post" and other national magazines, is writing "A Cruise to Nowhere", and Arthur Menken, formerly a newsreel man in Central America, is writing and acting as technical advisor on "Come On, Marines", an adaptation of Phillip Wylie's "The Pink Chemise".

**"A BEDTIME STORY" HAS SMASH
OPENING IN PERTH.**

ENTHUSIASTIC WIRE FROM NACARD.

GEORGE (92%) NACARD, Perth Branch Manager must be jumping through hoops over the smash opening of Chevalier's "A Bedtime Story" at the Grand Theatre on Friday last. George wires Mr. Clark as follows:—

THEATRE FULL SEVEN THIRTY FRIDAY AND OVER FIVE HUNDRED PEOPLE TURNED AWAY STOP SATURDAY QUEUE FORMED AT FOUR IN AFTERNOON FOR EIGHT OCLOCK SESSION HOUSE COMPLETELY SOLD OUT SEVEN OCLOCK OVER ONE THOUSAND CASH CUSTOMERS COULD NOT GAIN ADMISSION STOP PICTURE A RIOT SECOND WEEK WILL BE BIGGER THAN FIRST WEEK STOP ITS GREAT TO BE ALIVE REGARDS NACARD.

**Watch For It—
PARAMOUNT'S 1934 ANNOUNCEMENT!**

FLASHY THEATRE FRONT.



Just one more of Reg Pollard's attractive lobby displays at Paramount's Melbourne Capitol. This time it's "A Farewell to Arms" and "International House."

DARING PARAMOUNT CAMERAMEN.

**HOLD LIVES IN HANDS TO SECURE
EXCLUSIVE SHOTS OF CUBAN
REVOLUTION.**

**"MILLER IN JAIL FOR MAKING PICTURES" ... "PLANE
FIRED ON EVERYTHING RANSACKED FILM DES-
TROYED WILL TRY ANOTHER SHIPMENT TO-MORROW"
... "HANDLED ROUGHLY SATURDAY BY MOB HURT
SHOULDER EXRAY SHOWS FRACTURE stop FILMS ON
WAY" ...**

The above are excerpts from cables received by the Paramount Head Office in New York from Paramount News Cameramen James Buchanan and Lou Hutt, who were assigned to cover the recent Cuban revolution. The cables tell the graphic story of what goes on behind the scenes when a revolution grips a country.

The cameramen report they worked under strict censorship, a sentry being assigned to them immediately upon their arrival in the country, and they were ordered not to move their cameras from the hotel. One Paramount News cameraman was jailed three times in one day, finally brought before Machado and ordered out of the country.

On Saturday, when the first batch of films were completed by the Paramount News men, and were being taken to the Pan American airport for shipment, an angry mob of several thousand attacked the car, exposed the film to light and then burned it. The mob then opened fire on the plane, which had to take off without the film to avoid being damaged.

Among the scenes taken by the Paramount men were the crowds ransacking Machado's palace, tearing down the monuments, Lt. Col. Erasmo Delgado leading the army in revolt, and the death of Col. Jimenez, chief of Machado's secret police, the La Porra.

HERE SOON!

The special issue of Paramount News, containing the exclusive shots secured by the daring cameramen, is expected in Sydney by an early shipment and will be released immediately on arrival.



Here's a glimpse of "Too Much Harmony," with Skeets Gallagher, Jack Oakie and Judith Allen.

FOR MELBOURNE CAPITOL.

**"COLLEGE HUMOR" BOOKED TO OPEN
SATURDAY NEXT.**

PARAMOUNT'S fast stepping musical comedy "College Humor" will enjoy its Australasian premiere at Paramount's Capitol Theatre, Melbourne on Saturday next, October 7. The Paramount British production, "Counsel's Opinion" will provide the added attraction.

"College Humor" is reputed to be one of the best musicals produced this season, and if the figures grossed in the U.S.A. are any criterion, the picture should meet with great success here at the box-office.

It will be remembered that the tuneful numbers of "The Big Broadcast" sold months in advance to the public over the radio, per medium of specially imported electrical transcriptions, helped in no small way the success of that picture. This stunt has been put over also with "College Humor", and already the hit numbers from the picture are estab-

lished favorites. "Learn to Croon" and "Moonstruck", both sung by Bing Crosby in the picture have been published by Chappells, and recorded by all leading gramophone firms.

The cast of "College Humor" includes Bing Crosby, Richard Arlen, Jack Oakie, Mary Carlisle and Burns and Allen.

IF IT'S A PARAMOUNT PICTURE--IT'S THE BEST SHOW IN TOWN!

Our Back Page of Front Page News

FOR YOUR Information by Reg Felton

MARGUERITE CHURCH-HILL, who a year ago, abandoned the screen for a stage career in New York, has returned with a long termer with Charles R. Rogers . . . She will go into "She Made Her Bed" and "The Handsome Brute" . . . Ace director Cecil B. DeMille is at present in Hawaii in quest of lavish settings for Paramount's "Four Frightened People" . . . The principals of the cast, namely, Claudette Colbert, Herbert Marshall, Mary Boland, William Cagney and Leo Carrillo, propose to follow DeMille at a later date . . . Lanny Ross, popular American radio tenor, has been signed by Paramount as a possibility for a screen build-up along the same lines as Bing Crosby . . . Recent story purchases are "If A Man Bites A Dog" by Tiffany Thayer and "The Pioneer Woman" by Stan Dagmar . . . Carole Lombard will have the lead in "White Woman" sharing honors with Charles Laughton and Charles Bickford . . . Miss Lombard replaces Dorothea Wieck who was originally intended for this role . . . "Captain Jericho" has undergone a title change and goes into production under "Barnacle Bill" . . . Judith Allen, Richard Arlen, Sir Guy Standing and Baby LeRoy are most prominently cast. . . Rupert Hughes' story, "Miss Fane's Baby Stolen," has been purchased by Paramount and will serve as a starring vehicle for Baby Le Roy, the company's youngest contract player . . . Just For Your Information.

Personalities

MR. STAN CRAIG, General Manager for New Zealand arrived, in Sydney last night by the s.s. "Wanganella" from Wellington. Mr. Craig will confer with Mr. Clark on the new season's product and selling policy.

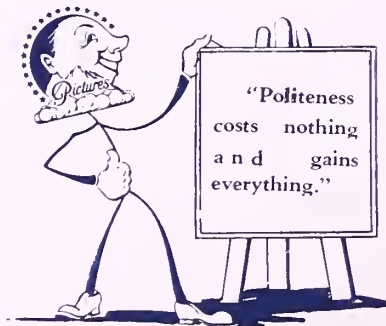
Mr. Keith Logan, Brisbane Accountant is at present spending his vacation at Maroochydore (try to pronounce it).

Miss Stuckey of the Brisbane Branch has just returned to her desk after a fortnight's respite from work.

This week it's Charlie Gatward, manager of H.O. Customs Dept., who receives your congratulations. It's a girl born on Sunday last and mother and baby are doing nicely thank you.

Start Plugging—
"THE SONG OF SONGS"
NOW!

THINK IT OVER.



The Check-Up by Len Jones

SOME excellent orders for "A Bedtime Story" have been reaching Head Office in recent weeks. Albert Nicholas has requisitioned 15 x 24 sheets and 10,000 three-colour couriers to fill orders already in hand, while Max Lovett, of Sydney, landed a sale of 12,000 couriers on this production to a suburban exhibitor.

George Hayes, of Launceston branch, has advised that although "The Sign of the Cross" will not receive a country or suburban release until Christmas, he already has guaranteed sales of 16,000 couriers for this production. This quantity is double his usual requirements and George states that he is certain he will exceed by far the figures registered in his branch for "The Ten Commandments."

An order covering a further six sound trailers for "God Save the King" was this week received from Paul Verdayne, Branch Manager in Singapore. Otto Doepel, of Wellington, also reports sales of an additional two of these trailers.

Paramount

Vol. 7—No. 41. October 11, 1933.

PUNCH

FOR 1933

LET'S GO !

FOR the past three days Branch Managers from all States and New Zealand have been in Head Office on a Sales Conference. There were no parades or ballyhoos or fanfares of trumpets . . . it was just a quiet get-together for the discussion of serious business.

During those three days the boys heard the message that I had to tell . . . a message from the production department of the forthcoming product. Everyone present will agree with me, I know, that the announcement of Paramount's 1934 product is the best news we have heard in some years. To-night, most of the boys will return to their territories. They will carry to you the good news. They will carry to you the glad tidings that Paramount IS paramount and that we can all look forward to next year with the greatest optimism and enthusiasm.

Get set now for the biggest year in Paramount history . . . 1934. Let's Go!

William J. Clark
Managing Director.

Published every Wednesday by Paramount Film Service Ltd., Head Office, Sydney, Australia, in the interests of the Paramount organisation in Australia, New Zealand and the Far East.

Reg Kelly—Editor.



"THREE CORNERED MOON"

Looking more beautiful than ever, Claudette Colbert is here pictured with Wallace Ford in a scene from Paramount's "Three Cornered Moon".

DIETRICH EN ROUTE TO U.S. FROM ABROAD.

MARLENE DIETRICH has sailed from Havre on the S. S. Paris, according to a cable received to-day by the Paramount studios. She will come directly to Hollywood, where she will star in "Her Regiment of Lovers". This vehicle will present her in the role of Katherine the Great of Russia. Josef von Sternberg will direct.

Watch Trade Press

November 1

**PARAMOUNT'S 1934
ANNOUNCEMENT.**

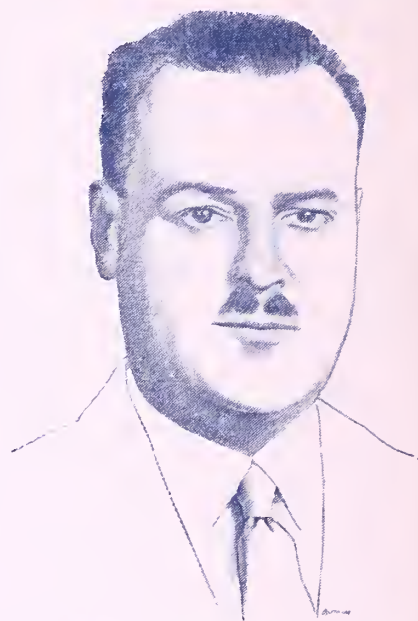
1934 Product Announced.

MR. CLARK ASSEMBLES BRANCH MANAGERS IN SYDNEY FOR SALES CONFERENCE.

PARAMOUNT Branch Managers from all states of Australia and New Zealand are at present in Sydney attending that company's Sales Conference under the chairmanship of Mr. William J. Clark, Managing Director. Those attending are:— S. H. Craig (New Zealand), C. E. Henderson, H. Kelly and M. Foster (Melbourne), G. Brookes (Brisbane), G. Nacard (Perth), C. Abotomey (Adelaide), together with Head Office executives.

Most of the inter-state visitors arrived on Monday. On Tuesday the party was assembled to hear Paramount's Sales Policy for the coming year. Mr. Clark also announced the production schedule for 1934, whilst Wednesday was taken up with the screening of several pictures from the new group.

Mr. Clark announced that Paramount's policy book covering the company's production announcement for the new season was already in the printer's hands and would be delivered to exhibitors at the end of the present month. About the same time, important announcements of Paramount product for 1934 would be carried in the trade press.



Mr. Clark.

PARAMOUNTEERS AT LUNCHEON.

BRANCH Managers attending Sales Conference, together with Head Office Departmental heads, were the guests of the company at a luncheon at Tattersalls Club yesterday.

Mr. Clark, who presided, pointed out the fact that the Sales Conference was in the matter of a very informal get-together.

Mr. Hurworth paid a fine tribute to Mr. Zukor in a well delivered speech in proposing the toast to our leader. He stated that we could look to the future with optimism now that Mr. Zukor was holding the reins of Paramount leadership once again.

Mr. Kennebeck proposed the toast to Mr. Shauer whilst Mr. Sixsmith was given the honor of calling for the toast to Mr. Hicks.

THERE'S PLENTY OF PUNCH IN THE BLUE RIBBON BUNCH.

"SHE DONE HIM WRONG" FOR REGENT.

**SYDNEY SEASON
OPENS OCT. 21.**

HUGE CAMPAIGN.

MAE WEST'S first Paramount starring picture, "She Done Him Wrong", has been set for a season at the Sydney Regent for the week commencing Oct. 21, according to an announcement made this week by Mr. William J. Clark, managing director of Paramount, and Mr. Charles E. Munro, managing director of General Theatres Corp., who got together on the deal.

The picture recently completed a phenomenal season at the Grand Theatre, Perth, for its first release in Australia.

In America, "She Done Him Wrong" has established a booking record of over 7,000 repeat seasons.

Paramount and General Theatres executives, believe that the picture will click here in the same big way as it did in U.S.A. and England. Paramount publicity forces, under the direction of John E. Kennebeck, are at present working on a campaign similar to the one used to put over Marlene Dietrich. It will be remembered that the campaign put over in that instance established Dietrich as a front-rank star before the general public had seen her.

Mr. Stanley Wright, general manager of the Regent Theatre is preparing a smash newspaper campaign with Bob White of Paramount handling outside exploitation.



The "Sign of the Cross" Chariot is certainly being put to effective use. Here, the Chariot, its Charioteer, and Roman guardians are pictured outside the Capitol Theatre, Bangkok, where the picture played for a most successful season.

MR. CLARK READS THRILLING CABLE FROM MR. HICKS TO SALES CONFERENCE DELEGATES.

IN announcing the forthcoming product to members attending the Head Office Sales Conference yesterday morning, Mr. Clark read the following enthusiastic cable which he had just received from Mr. Hicks. Here's the good news:—

NEW YORK

CLARK PARAMOUNT SYDNEY

PLEASE EXTEND TO ALL YOUR BOYS IN CONVENTION
VERY BEST WISHES FROM ALL OUR EXECUTIVES STOP
FUTURE PROSPECTS LOOK VERY BRIGHT AND NEW
PRODUCT MARVELLOUS STOP MAE WESTS I'M NO
ANGEL SENSATION TORCHSINGER TOO MUCH HARMONY
AND NEW CHEVALIER GREAT PICTURES AND CRADLE
SONG LOOKS LIKE BIGGEST PICTURE OF NEW SEASON
STOP YOU CAN ASSURE THE BOYS OUR PRODUCT FOR
COMING YEAR WILL BE GREATEST IN OUR HISTORY
STOP TELL THEM I AM WITH THEM IN SPIRIT IF
NOT IN PERSON

HICKS

IF IT'S A PARAMOUNT PICTURE--IT'S THE BEST SHOW IN TOWN!

Our Back Page of Front Page News

FOR YOUR
Information
by
Reg Felton

AFTER a brief absence from the screen, Genevieve Tobin, whom we last saw in Chevalier's "One Hour With You", has returned to the Paramount Studios where she will go into the production of "Golden Harvest" . . . Opposite Miss Tobin are Richard Arlen and Chester Morris whilst Ralph Murphy has been announced as director . . . Esther Ralston is another player to be making her re-appearance, this charming lady going into the Zane Gray western "To The Last Man" . . . Buster Crabbe, Randolph Scott and Kathleen Burke are others whom you will see in this picture . . . Still another is Jack LaRue, who, incidentally, has been awarded a new long term contract . . . Stage and screen character actor, Gregory Ratoff, will play one of the principal roles in Mae West's "I'm No Angel" . . . Kent Taylor, who for some time has been attached to the extra ranks at the Paramount studios, will get his first big chance in this picture, he will play the secondary lead opposite Cary Grant . . . Eddie Sutherland, director of "International House" and the coming musical "Too Much Harmony" with Jack Oakie, Skeets Gallagher, Harry Green and Judith Allen, has, in addition, been awarded the direction of a further comedy titled "Funny Page" . . . Just For Your Information . . .

PARAMOUNT WEEK
September 3rd to 9th.
Your Guide To Entertainment.
Watch For The Opening Dates
SINGAPORE.

The Check-Up
by Len Jones

MAX LOVETT, Sydney Ad. Sales Manager, obtained the undermentioned additional business from five sales letters forwarded to country centres: 5,000 couriers, 250 "Sign of the Cross" puzzles, 1 set 11 x 14 photos, 2 s/c. stereos, 100 snipes, 2 x 24 sheets, 4 trailers, 3 x 1 sheets.

One of Paul Verdayne's attractive Paramount Week advertisements in which are set out release dates of Paramount Pictures in the major Far Eastern towns.

Personalities

FRANK DEANE, Head Office Purchasing Manager, has something to be really proud of this week. Frank's name appears at the top of the list in the State gardening competition, Eastern Division.

Miss Murray of Head Office Accounts Dept. is at present on vacation which she is spending at Tumut . . . Mrs. Kelly, attached to the Publicity Dept. in Head Office, is also on vacation.

Some excellent orders of Ad. Sales for "The Sign of the Cross" are reaching Head Office from Both Wellington and Adelaide.

Two splendid Ad Sales orders were this week received from Baden Abotomey, Brisbane branch, and R. E. Henderson, Adelaide branch, the former covering Service and Long Run productions sold to a country exhibitor at Tweed Heads, and the latter four miscellaneous productions sold to Murray Bridge.



Paramount

Vol. 7—No. 42. October 18, 1933.

PUNCH

FOR 1933

THE JOB AHEAD.

THE Conference is over, and by this time all those who made the trip to Head Office should be out in their territories, already started on the job ahead . . . 100 per cent. representation for 1934.

In outlining the coming Product to you at the recent Sales Conference, I gave you all just plain cold facts . . . but those facts are worth a dozen carloads of superlatives. When you have the goods it is not necessary for you to resort to camouflage.

I charge you all to get going right now on the job ahead. Paramount Product for 1934 will be unquestionably the best the studios have given to us in the history of the organisation. The Production unit under the leadership of Mr. Cohen is doing its job . . . yours is to carry on that good work by flashing Paramount Pictures on the screens of every possibility in the country.

William F. Clark
Managing Director.

Published every Wednesday by Paramount Film Service Ltd., Head Office, Sydney, Australia, in the interests of the Paramount organisation in Australia, New Zealand and the Far East.

Reg Kelly—Editor.



PARAMOUNT SALES CONFERENCE.



Paramount Head Office Executives and Branch Managers attending the Company's Sales Conference held in Sydney last week. From Left to Right: Sitting: G. Brookes, M. Foster, G. Nacard, S. H. Craig, C. Henderson, W. Hurworth, William J. Clark, J. A. Sixsmith, J. L. Thornley, J. E. Kennebeck, C. Abotomey and H. Kelly. Standing, R. Winch, G. Lawrence, A. W. L. Naylor, H. Stanley, C. Hale, Reg Kelly, C. Donaghey, W. Blood, R. S. White, T. Hurney, R. Logan, Herman Flynn, L. Jones, S. O. Herbert, N. Ackland and C. E. Gatward.

SMASH CAMPAIGN FOR MAE WEST.

HOT PUBLICITY PUTS STAR ON SYDNEY'S FRONT PAGES.

DUE to cleverly conceived publicity, John E. Kennebeck and his boys in Head Office, have put Mae West on the front pages of the Sydney daily press. Tagging the name of Mae West to the influence of curves creeping back into feminine favour has given the star and the coming picture, "She Done Him Wrong", space in the news columns which can't be bought. This free publicity avalanche commenced with a published statement from Mr. Clark, and since then the newspapers have been clamouring for follow-up stories.

Stanley Wright of the Sydney Regent Theatre is tying-up the breaks with a smash advertising campaign, whilst Bob White has brought most of the big stores into line with window displays featuring the Mae

West fashions. The entire campaign is just reaching its peak for the opening of the picture on Saturday next. It can be safely said that the campaign is one of the best the trade has seen in some time.

A CHALLENGE TO THE WORLD!

IN this issue of "Punch" will be found a photograph taken on the roof of Head Office of those who attended the recent Sales Conference. There are 28 Paramounteers in that picture, and that bunch, together with District Manager Fred Cawler, who is missing, have a total of 330 years of Paramount service to their credit. This makes an average of over 11 years per man. We think that this constitutes a record, and as "Punch" is forwarded to all Paramount offices throughout the world, we ask you to produce a conference or convention group with a greater Paramount long service average. Any takers?

NEW PRODUCT IS CLICKING.

OFF TO GOOD START IN U.S.A.

IN all centres in the U.S.A. the first quarter's release schedule of the new season's product is making a general clean-up. Albert Deane writes from New York, that all over the States glowing reports are coming in of the exceptional business being rolled up by Marlene Dietrich's "Song of Songs", and Cecil B. DeMille's "This Day and Age".

From Los Angeles, where "This Day and Age" was pre-released at the Paramount Theatre, came the news of a stirring opening. Sell-out business was the order of the day, and over 500 tickets were sold before the doors opened at 10 a.m. The Los Angeles "Record" wrote, "The opening of 'This Day and Age' is among the most sensational in the Paramount Theatre's history."

Reports received later in the week show that the picture is running neck and neck with "Song of Songs", a previous record holder in that theatre.

"Big Executive" is another making a general clean-up right throughout the country.

Young Paramounteers.

Editor's Note: Herewith we introduce a new "Punch" feature. A youngster's photograph is always "news". Let us have any snaps that you may have of the family, surely there are enough "family men" in the organisation to keep this feature alive.



The Henderson trio. Three charming daughters of Mr. and Mrs. C. E. Henderson. From left to right: Patricia May, Arline Joyce, and Claudine Elizabeth.

LOTTERY LUCK.

THREE HAPPY PARAMOUNTEERS.

LAST week three girls from Head Office speculated in a State Lottery Ticket. On Monday last they were told that the ticket had won second prize valued at £1000. Even as this is being written it all sounds too good to be true.

Misses May Norris, Alice Brown, and Margaret MacLean all of Head Office Accounts are the lucky young ladies. You and you and YOU, I know, will join me in wishing them "Jolly good luck".

As editor of "Punch", we first thought of the idea of having the girls write a half column on "What it feels like to strike second prize in the Lottery", but owing to the excitement of the win, it was an impossibility. Then we thought of "ghost writing" it, but have you ever tried to write "What it feels like to win second prize in the Lottery" when you have been trying assiduously for years to win just a fiver . . . just a fiver? No dear readers, our imagination, great as it is, will not stretch that far. As he who has missed a prize in every lottery to date, to you Misses Norris, Brown, and MacLean, I bow in acknowledgment of superiority . . . "Rambler".

INDUSTRY AND PUBLIC GET THE NEWS NOVEMBER 1.

THOSE who attended the Head Office Sales Conference have already heard the good news of Paramount's 1934 Product. However, exhibitors and the motion picture-going public in general will not hear the glad tidings until November 1, when Mr. Clark will make the official announcement. This will take the form of a special four-page insert in the trade press, whilst special stories will be sent out on the wire to all Australian and New Zealand metropolitan dailies.

IF IT'S A PARAMOUNT PICTURE--IT'S THE BEST SHOW IN TOWN!

Our Back Page of Front Page News

FOR YOUR
Information
by
Reg Felton

ETHEL MERMAN, Broadway musical comedy actress and "blues" singer, who has made eight shorts for Paramount over the past year, stepped right into the Hollywood limelight with a contract calling for her to play the leading role in the coming musical "Cruise To Nowhere" opposite Bing Crosby... Others in the cast are W. C. Fields, Burns and Allen and Lyda Roberti... Helen Twelvetrees, who most recently appeared in "Disgraced" with Bruce Cabot has been assigned the leading feminine role in "The Trumpet Blows", opposite George Raft... The bull-fighting arena of Mexico will be the locale of this story... David Manners, popular young leading man, who has established a strong following since his recent appearances, has been added to the cast of Paramount's "The Torch Singer"... Claudette Colbert and Ricardo Cortez share the leading honors... A recent assignment for Carole Lombard is that of the leading role in "She Made Her Bed" opposite Roland Young and Charlie Ruggles... Lawrence Gray, whom you will remember in many silent features, has been signed by Charles R. Rogers to fulfil an important role in "Golden Harvest"... Chester Morris, Richard Arlen and Genevieve Tobin have also been cast for this production... Just... for your information...

"BIG EXECUTIVE".



A glimpse of Paramount's "Big Executive" with Ricardo Cortez playing the title role. The charming newcomer is Elizabeth Young.

CONFERENCE SIDE-LIGHTS. Claude Henderson, Bert Kelly, and Stan Craig getting a bargain in suits... George Nacard and his infectious enthusiastic spirit... Morrie Foster being welcomed back to the fold... Everybody wanting a different train berth.

THINK IT OVER.



The Check-Up by Len Jones

ANOTHER attractive lobby stand has been added to Paramount's already imposing line-up. This latest stand, finished in green and gold bronze, accommodates a set of eight 8 x 10 stills and 1 x 1 sheet. This is the first stand yet offered exhibitors for this size photo. The sales possibilities should therefore be excellent. Circulars listing our complete range of frames and selling prices are at present on the press, and quantities will reach Ad. Sales Managers in an early shipment.

Henry Quincey has turned in five of the best and most comprehensive Ad. Sales orders on "The Sign of the Cross" yet to reach Head Office. These orders cover the requirements of five Birch, Carroll and Coyle theatres. Not a single item was overlooked by Henry when taking these orders.

The sales of "God Save the King" titles reported in "Punch" recently, evidently spurred the other boys into action, as sales reported this week were three from W. Bignell, of Adelaide, and two from Henry Quincey of Brisbane.

Paramount

Vol. 7.—No. 43. October 25, 1933.

PUNCH

FOR 1933

THE BOOKERS' DRIVE.

MR. HURWORTH has told you all about the Bookers' Drive for December, and I am sure that when you heard the news of this special campaign for wider distribution and a final clean-up for 1933 you agreed that the thought behind the drive was a good one . . . a tribute to the boys who have been the silent factors in the success of most other efforts for increased business.

A good booker is an acquisition to a Branch. He knows where extra business can be obtained—he knows the unsold possibilities—where pictures can be repeated—and by continually feeding this information to the selling staff he becomes really the planner of selling campaigns. And so this special effort for December has been earmarked especially for the boys of the long-book.

I am going to watch this contest with interest, but I want you Branch Managers and Salesmen to realise that your booker won't have a chance unless you give him 100 per cent. co-operation.

William J. Clark

Managing Director.

Published every Wednesday by Paramount Film Service Ltd., Head Office, Sydney, Australia, in the interests of the Paramount organisation in Australia, New Zealand and the Far East.

Reg Kelly—Editor.



"I'm No Angel" Smashing U.S.A. Records.

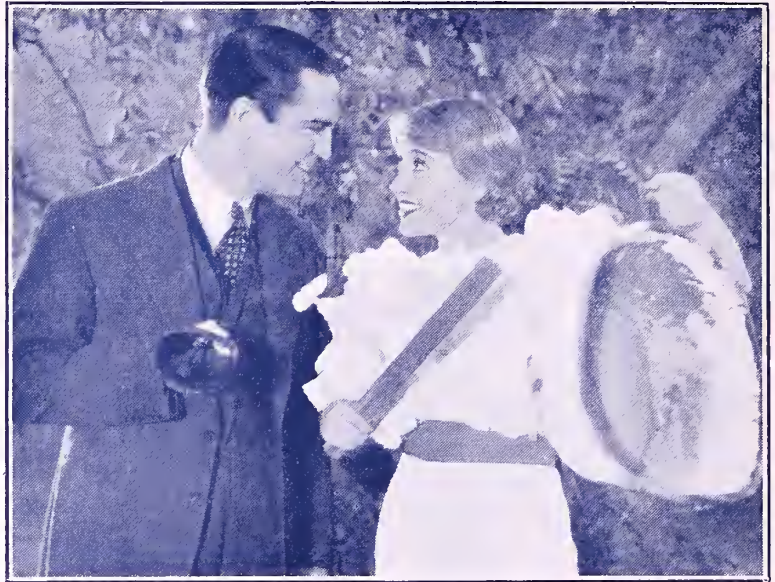
A CABLE FROM MR. HICKS.

READ IT AND LEAP!

COINCIDING with the smash opening of Mae West's first Paramount starring picture, "She Done Him Wrong" at the Regent Theatre on Saturday last, came a special cable from Mr. John W. Hicks, Jr., to Mr. Clark, telling the story of the sensation being caused by the star's second picture "I'm No Angel" right throughout the U.S.A. The cable reads:—

"NEVER IN HISTORY HAS FILM BUSINESS SEEN SUCH A SENSATION AS MAE WEST stop CURRENT FILM I'M NO ANGEL SHATTERING ALL TIME RECORDS BY ALMOST DOUBLE GROSSES stop IN MANY CENTRES SEVERAL OVERFLOW THEATRES REQUIRED TO HANDLE CROWDS stop PARAMOUNT NEW YORK RAN UNTIL FIVE OCLOCK SUNDAY MORNING AND THEATRE OPENING DOORS NINE OCLOCK EVERY MORNING NEXT TWO WEEKS REGARDS HICKS"

It Won't Be Long Now!
Paramount's
1934
Announcement.
Watch For It!



A delightful scene from Paramount's "Golden Harvest." That's Genevieve Tobin with the big stick, whilst Chester Morris is taken up with that sweet smile.

EARLWOOD, (N.S.W.) WINS! PARAMOUNT WEEK SHIELD RESULT.

THE Mayfair Theatre, Earlwood, N.S.W., which is managed by a comparative newcomer in the picture business, Mr. W. Dalton Webb, is the winner of the Paramount Week Exploitation Shield for 1933. The coveted trophy is now in the possession of the Gaiety Theatre, Wairoa, N.Z., which theatre won it in 1932, but it will shortly be transported across the water to grace a prominent spot in the Mayfair.

The Contest was a particularly close one in all its phases, the winner just nosing out the City Theatre, Bathurst, N.S.W., by a bare two points—out of a possible score of 100 points, these theatres were awarded 85 and 83, respectively. With 80 and 78 points respectively, the Regent Theatre, Masterton, N.Z., and the Regent Theatre, Brisbane, were the next best to the leaders.

Mr. Dalton Webb's crown-

ing piece of Paramount Week exploitation was the arranging of a gala premiere night for "Madame Butterfly" and Paramount Week, at which every leading citizen of the district attended in evening dress, and two prominent State ministers spoke. This was a most extraordinary and difficult stunt to pull in a suburban house, and was undoubtedly the principal factor which caused Mr. Dalton Webb's campaign to stand out above his competitors.

THERE'S PLENTY OF PUNCH IN THE BLUE RIBBON BUNCH.

GENERAL SALES MANAGER HURWORTH ANNOUNCES SPECIAL "BOOKERS' DRIVE" FOR DECEMBER.

PLAN FOR GREAT DISTRIBUTION.

THE BOOKERS' DRIVE", the first that has been promoted in honor of those hard working boys of the long book, is announced by General Sales Manager W. Hurworth, as a special campaign for wider distribution in December.

"Bookers have always played a big part in all previous Drives," states Mr. Hurworth, "In fact, they have been, in many cases, the unsung heroes, and I think it is about time that we gave them a contest to themselves. Naturally the business, or the bulk of it, will come through the hands of the Branch Managers and Salesmen, but the Booker will play the important part of compiling the necessary information for the Sales Force, in other words, making the ammunition for the Salesmen to fire."

News of the Bookers' Campaign for December has already gone forward to all Branch Managers and Bookers by letter from Mr. Hurworth, and by this time every Booker should be on the job looking out for those unsold possibilities and the spots where bookings can be placed . . . towns where it would be the best advantage to place Specials or repeat bookings. The Booker should hand this information immediately to the Branch



MR. HURWORTH.

Manager and other members of the actual selling unit. Honor and credit to his record will go to the Booker who handles the largest percentage of Features and Shorts during the month of **December** as against the booking recorded on the "D" Statements for the Month of **September**.

"Here is the golden opportunity," states Mr. Hurworth, "for every Booker to show his worth. The performance of every man in this Drive for greater distribution will be watched closely by Mr. Clark and myself, and will be recorded to the man's credit when promotions are in order."

On the mark everybody for the Bookers' December Drive for Distribution!

FIRST CONTRACTS FOR 1934.

DISTRICT Managers Fred Gawler and Claude Henderson share the honours of being the first two members of the Sales Force to sign contracts for our 1934 Product. Both contracts have been accepted by Head Office, and cover 52 weeks' service.

MAE WOWS 'EM !

DESPITE one of the hottest days of the year and tough opposition, Mae West's "She Done Him Wrong" enjoyed a smash opening at the Regent Theatre, Sydney, on Saturday last. Due to a tremendous advance campaign, Mae West is Sydney's topic of conversation right now, and those who have seen the picture are shouting their praises of this magnetic new Paramount personality.

IF IT'S A PARAMOUNT PICTURE--IT'S THE BEST SHOW IN TOWN!

Our Back Page of Front Page News

FOR YOUR *Information* by Reg Felton

BEFORE boarding the train for New York, Maurice Chevalier announced his intention of making for Paramount, a picturisation of his colorful career, beginning with poverty, through the war, and thence to stardom in Hollywood. . . "The Way To Love", Chevalier's latest picture has been completed, with Ann Dvorak playing the leading feminine role. . . Marlene Dietrich, at present en route to America from Germany will come directly to Hollywood, so cables state, where she will star in "Her Regiment of Lovers". . . To date no other assignments to the cast have been made. . . "Republicans and Sinners" a forthcoming comedy of auto camps and tourist travel has undergone a title change, and will go into production under the title of "Six of a Kind". . . W. C. Fields, Alison Skipworth, Charlie Ruggles, Mary Boland, George Burns and Gracie Allen are announced for the cast. . . Charles R. Rogers, producer, and Rex Beach, novelist, have signed contracts, whereby Beach will take Rogers' idea for a story and develop it into a novel and screen play. . . The picture will be called "Green Gold", and will be one of Rogers' specials for Paramount. . . Just For Your Information. . .

It Won't Be Long Now!
Paramount's
1934
Announcement.
Watch For It!

Personalities

CUPID has been busy in Head Office, May Norris of the Accounts Dept., who recently shared in the big lottery win, is sporting diamonds on right finger, whilst Melba Beckinsale of the Film Repair Dept., is preparing for the walk down the aisle, which is to take place in three weeks, 'tis announced.

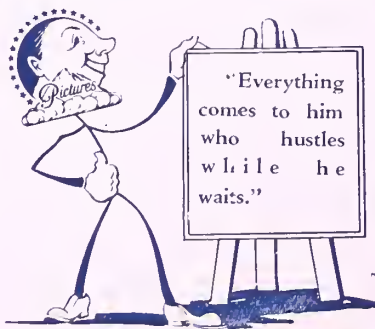
Max Lovett, N.S.W. Ad. Sales Manager has returned from his annual vacation.

Mr. James L. Thornley was a recent visitor to Head Office, where he conferred with Mr. Clark on the contracting for the big Ernest Rolls stage show for the Capitol Theatre.

YOUNG PARAMOUNTTEERS.

In the last issue of "Punch" we announced a new feature in "Young Paramountteers". However, it has lapsed because the many family men in the organisation are apparently too shy or neglectful to send us a "snap" of their youngsters. What about it? Let's have some pictures for next issue. Please.

THINK IT OVER.



The Check-Up by Len Jones

THE smash campaign launched in Perth and Sydney by our Publicity and Advertising Departments to put over Mae West has influenced other showmen to such an extent that they are adopting similar campaigns and, incidentally, are using plenty of our special stereos, teaser, one-sheet snipes and 24- sheets. Samples of the 1-sheet snipes and pulls of the stereos have already been forwarded to all Ad. Sales Managers, and it is up to them to make the most of them. The first order of special material was taken by Tom Richards, assistant to Max Lovett in Sydney, who sold an exhibitor, per medium of an excellent sales letter, 12 x 24 sheets and 200 x 1 sheet snipes, in addition to his usual Ad. Sales requirements. A copy of the sales letter used by Tom has been forwarded to all Ad Sales Managers.

Although Max Lovett has been working at top pressure to turn the tables on Albert Nicholas on "The Sign of the Cross" courier sales contest, Albert is just as keen to retain his advantage, and figures at October 19th, listed below, still give Albert a comfortable lead:—

Melbourne	139,150 couriers
Sydney	129,250 couriers

Paramount

Vol. 7.—No. 44. Nov. 1, 1933.

PUNCH

FOR 1933

THE BOOKERS' CHANCE.

I HAVE read with pride and enthusiasm the many letters received by Mr. Hurworth from members of the Sales Force in response to his call for a concerted effort for a general clean-up in December.

From your past records I know that the pledges you have made are not idle gestures, but personal bonds that you will leave no stone unturned in order to get that extra revenue, which is at present so necessary to your Organisation.

Here is an opportunity for Bookers to get sales experience, and also to display their ability for sales organisation. It is going to be a real test of Manpower. Mr. Hurworth will handle the Drive, keeping a close check-up of the showing of every man.

I, personally, am not going to take any active part in this campaign, but I will be most interested in watching the results obtained, and also the individual efforts of not only the Bookers, but all Branch Managers and Salesmen, too.

William J. Clark

Managing Director.

Published every Wednesday by Paramount Film Service Ltd., Head Office, Sydney, Australia, in the interests of the Paramount organisation in Australia, New Zealand and the Far East.

Reg Kelly—Editor.



Entire Sales Force Pledge Co-operation.

SUCCESS OF "BOOKERS' DRIVE" IS ASSURED.

"WIDER DISTRIBUTION IN DECEMBER".

IN response to his announcement of a special drive for December, to be named the "Bookers' Drive", Mr. Hurworth has received a flood of letters from members of the Sales Force, pledging their 100 per cent. co-operation to the campaign.

Everybody agrees that the Drive affords the opportunity to finish up the year with a great burst for extra revenue, and further, to clear off all unplayed and unbooked pictures on existing contracts so as to start the New Year with a clean slate.

Read what some of the boys have to say:—

"You may rest assured of my whole-hearted co-operation in pushing the Drive on to a very successful conclusion."

Fred Gawler (N.S.W.)

"You may depend that the Melbourne Branch, as usual, will not be far behind when the final figures are disclosed."

F. J. Heydon (Vic.)

"I will co-operate in every way possible with my Booker to make the forthcoming 'Bookers' Drive' an unparalleled success."

C. Abotomey (S.A.)

"I am sure that we can at least equal September figures, and I think that it is just a cinch for us to make a double of this and the 'Paramount Week Drive'."

George Hayes (Tas.)

"I am determined to win this Drive for New Zealand, and with that in mind you may rely upon me to obtain the greatest distribution possible for December."

W. C. Hanson (N.Z.)

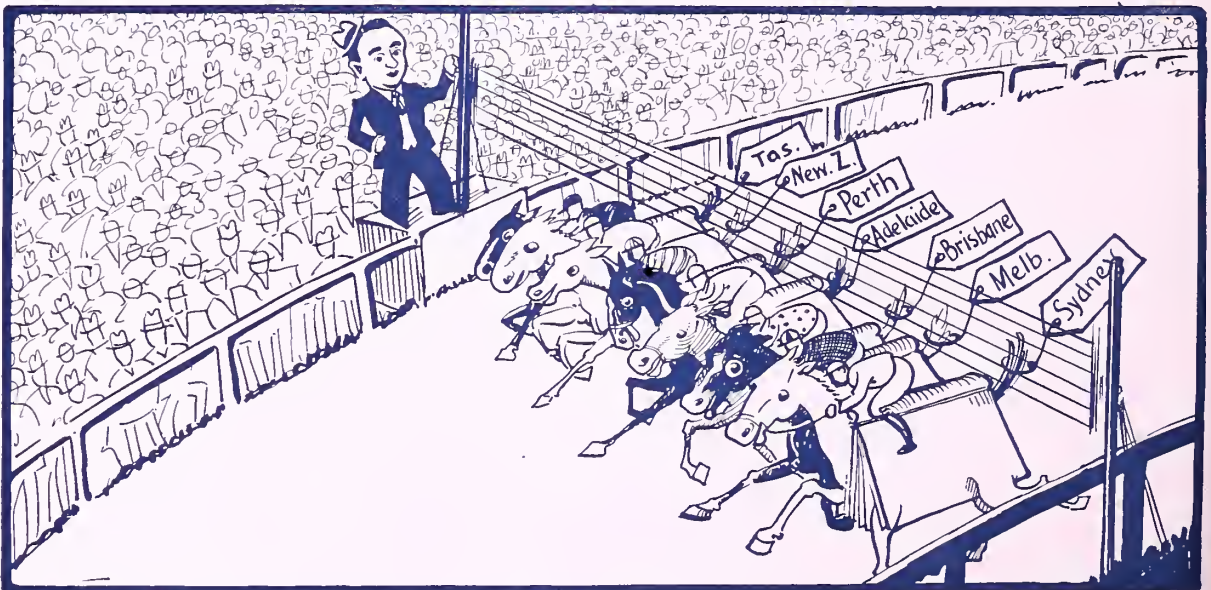
"I think your idea of a 'Bookers' Drive' is an excellent one and we are going to justify that opinion by results."

S. H. Craig (N.Z.)

"I have been assured of the support of every member of the Branch . . . and with that help, I feel sure that Brisbane will fill first place."

Jack Edwards (Q.)

Editor's Note: Owing to the pressure of space we are unable to publish all the letters received. However, watch out for them next week.)



General Sales Manager William Hurworth lines up the field for the start of the "Bookers' Drive" . . . a contest of Paramount importance. You will notice that there are a couple of "dark horses" in the field.

THERE'S PLENTY OF PUNCH IN THE BLUE RIBBON BUNCH.

Two Big Hits For Early Release.



HERE are two of the most outstanding pictures we have had in a long time. "Jennie Gerhardt" is a tremendous dramatic smash, whilst "Midnight Club", a tale of sophisticated crookdom, is a real knock-out. Both are listed for early release.

"JENNIE GERHARDT" IS GREAT DRAMATIC SMASH.

HEAD OFFICE BUNCH RAVES.

HEAD OFFICE executives are raving about "Jennie Gerhardt" which they claim as one of the greatest dramatic sensations produced for a long time.

Not only are they enthusiastic about it, but Theodore Dreiser, the author, likes it too, which is saying a great deal. Everybody will remember the objections raised by Dreiser over his "American Tragedy" . . . objections which were carried into the higher courts.

In regard to "Jennie Gerhardt" however, the author has made an official statement to the effect that the picture is everything that he desires.

"Jennie Gerhardt" is essentially a women's picture. It has clicked in a big way in all centres in the U.S.A., and we are convinced that it will register here in the same big way.

For months now the theatre-going public has been fed a heavy fare of musicals and light comedies, and it looks like the time is ripe for a real honest-to-goodness drama . . . at any rate, we are betting that way.



PARA'S. 1934 ANNOUNCEMENT.

PARAMOUNT'S 1934 Product Announcement, compiled in new color tones and real showmanship style is on the press, and will be mailed shortly direct to all Exhibitors throughout Australia and New Zealand. Credit for the work goes to John E. Kennebeck, Hermann E. Flynn, and Artist George Lawrence. Note these important dates:—

- Nov. 1—Preliminary Announcement in trade press.
- Nov. 8—Four-page Summary Announcement in trade press.
- Nov. 15—Two page Supplementary Announcement in trade press and Paramount's Special 1934 Product Announcement mailed to Exhibitors.
- Nov. 22—Two page Supplementary Product advertisement in trade press.

IF IT'S A PARAMOUNT PICTURE—IT'S THE BEST SHOW IN TOWN!

Our Back Page of Front Page News

FOR YOUR
Information
by
Reg Felton

"TAKE A CHANCE", produced by Lawrence Suhab, William Rowland and Monte Brice has been completed at the Astoria (New York) studios, and has Jimmie Dunn, June Knight, Charles "Buddy" Rogers, Lilian Roth, Cliff Edwards, Lilian Bond and Dorothy Lee most prominently cast... Miriam Hopkins now making "Design for Living" has been awarded a new long term... also sporting a new lengthy contract is Frances Fuller, who has just completed an important role in "One Sunday Afternoon", opposite Gary Cooper... Her initial appearance under the terms of the new contract will be with Miriam Hopkins, Fredric March and George Raft in "Chrysalis"... Lyda Roberti, whose platinum blonde personality brightened a number of last season's hits, has completed her role in Claudette Colbert's "Three-Cornered Moon" and so, with Miss Colbert, moves to the set of "Torch Singer", where they will join Ricardo Cortez, David Mannars, John Halliday and Baby LeRoy, who head the list of supporters... Achmed Abdullah has been added to the writing staff at the Paramount studios to work on the screen play of "Lives of a Bengal Lancer"... Gary Cooper, Richard Arlen, Cary Grant and Sir Guy Standing have been assigned to the cast, whilst Stephen Roberts is announced as director... Just For Your Information...

EXHIBITORS CASHING-IN ON MAE WEST.

PUBLICITY BOOM.

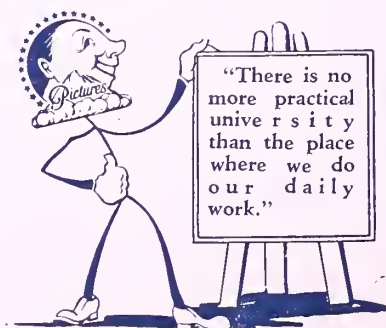
COUNTRY and suburban exhibitors are stampeding the Sydney office for early dates on Mae West's "She Done Him Wrong". The idea is apparently to cash in on the Mae West publicity whilst it is still hot in the daily press.

Harry Fenton at the Civic Theatre, Newcastle, who screened the picture simultaneously to the Sydney Regent, worked a similar campaign as the one put over here, and enjoyed the same gratifying results.

Several prints of the picture are being worked to capacity in satisfying the demands of country showmen who want the picture early.

"She Done Him Wrong" has been booked for a city second run at both the Empire and Rialto Theatres on November 11.

THINK IT OVER.



The
Check-Up
by Len Jones

NOW is the time to get after increased poster sales. Impress upon exhibitors the fact that you must sell the public where you find them—out of doors. We are well aware that during the summer months, much less time is spent indoors, and consequently less time is spent in reading newspapers. Now is the time that we should expect the maximum orders of posters from all showmen, who wish to not only retain their patrons, but to bring back those who have spent most of their time indoors during the winter months.

The first pulls of our latest one-colour courier on "She Done Him Wrong" are to hand, and Hermann Flynn must be congratulated on the excellent design, copy and colour scheme. It is unquestionably our best one-colour courier to date, and when one takes into consideration the high quality of all previous one-colour couriers, this statement certainly means something. Samples are already on their way to the Sales Force, and we will certainly achieve phenomenal sales of this one.

Excellent sales of "The Sign of the Cross" couriers are still a feature of all Ad. Sales orders. The total number of sales has now reached 573,000, which passes the record of 565,000 on "The Vanishing Race" and brings "The Sign of the Cross" to sixth position in the record courier sales.

Paramount

Vol. 7.—No. 45.

Nov. 8, 1933

PUNCH

FOR 1933

OUR 1934 PRODUCT.

THE boys who recently attended Head Office for the Sales Conference have heard the story of Paramount's ambitious production plans for next year, but to-day the news was announced officially to the trade by special advertisements and the general public by news stories in the daily press.

The general public, I know, will greet the news enthusiastically because our line-up of good pictures for next year means added entertainment enjoyment for the masses. The Exhibitor, who will survey the pictures announced with a more critical eye, should be equally enthusiastic, because our production schedule for 1934 calls for common-sense showmanship pictures. Pictures that have well-known stories box-office titles . . . enacted by popular favorites and directed by men whose names mean just as much at the box-office as those of most of the better-known players.

I tell you this with all sincerity our production schedule for next year is the greatest line-up in Paramount's history. Sane showmanship is behind it, and it can't fail. You can look to 1934 as Paramount's year.

William F. Clark
Managing Director.

Published every Wednesday by Paramount Film Service Ltd., Head Office, Sydney, Australia, in the interests of the Paramount organisation in Australia, New Zealand and the Far East.

Reg Kelly—Editor.



Mr. Clark Announces Paramount's 1934 Production Programme

NEWS FLASHED TO TRADE AND PUBLIC TO-DAY.

PARAMOUNT'S production programme for 1934 calls for the production of sixty-five feature length pictures, the largest schedule ever attempted by the Company, according to Mr. Clark, in making formal announcement to-day to the trade and public of our product for next year.

The ambitious programme is an indication of the confidence of Paramount in the general revival of business conditions. In addition to the sixty-five features Paramount is producing one hundred and seventy-seven short subjects, comprising cartoons, pictorials, comedies and the Paramount Sound News.

Heading the list of Paramount's new pictures in the 1934 schedule are features starring Maurice Chevalier, Marlene Dietrich, The Four Marx Brothers, Bing Crosby, Gary Cooper, Claudette Colbert, Fredric March, Herbert Marshall, Miriam Hopkins, Charles Laughton and Paramount's two new faces, Mae West and Dorothea Wieck.

The "Big Five" Directors of the motion picture industry—Cecil B. DeMille, Ernst Lubitsch, Josef Von Sternberg, Norman Taurog, Rouben Mamoulian—head Paramount's large force of directorial genius in the making of that Company's New Season Product.

Practically every Paramount picture will have a musical background, and Paramount will produce at least ten pictures in either musical comedies or musical operettas, according to Mr. Clark.

Some of the outstanding pictures listed in Paramount's 1934 Announcement are:

"Song of Songs", a Rouben Mamoulian production starring Marlene Dietrich, adapted from a story by Hermann Sudermann, and play by Edward Sheldon. Brian Aherne makes his film debut in this, with Lionel Atwill and Alison Skipworth also featured. "Her Regiment of Lovers" will be the first of two more pictures starring Marlene Dietrich. Both will be produced and directed by Josef Von Sternberg.

"I'm No Angel", starring Paramount's "new kind of woman", MAE WEST, with Cary Grant, Gregory Ratoff, Kent Taylor and Roscoe Karns. Directed by Wesley Ruggles.

"It Ain't No Sin", Mae West's second picture.

"The Way To Love", starring Maurice Chevalier, with Ann Dvorak, Edward Everett Horton. Directed by Norman Taurog. Leo Robin and Ralph Rainger, composers of "Please" and "Here Lies Love", wrote the songs.

The Four Marx Brothers in "Duck Soup"; Leo McCarey director.

Dance routines by Seymour Felix. Music and lyrics by Bert Kalmar and Harry Ruby.

"Alice in Wonderland", Lewis Carroll's story with Gary Cooper, Bing Crosby, Charles Laughton, Leon Errol, Charlie Ruggles, Jack Oakie, W. C. Fields, Ford Sterling, Mary Boland, Louise Fazenda and beautiful Charlotte Henry as "Alice". Directed by Norman McLeod, with music and songs.

"The Search for Beauty" with all-Star cast and 15 girls and 15 men selected from international beauty contests, including Gwen Munro and Brian Norman of Australia and Joyce Nielsen and Colin Tapley of New Zealand.

"Funny Page", a comedy with music featuring Charlie Ruggles, W. C. Fields, Leon Errol, Jack Oakie, Jack La Rue, Grace Bradley, Verna Hillie. directed by Leo McCarey.

"This Day and Age", directed by Cecil B. DeMille, with Charles Bickford, Richard Cromwell, Judith Allen, Eddie Nugent, Ben Alexander, Harry Green, George Barbier, Bradley Page, and a group of sons of famous screen stars.

"Four Frightened People", another DeMille production based on a best seller by E. Arnot-Robertson, with Claudette Colbert, Herbert Marshall, Mary Boland, Leo Carrillo and William Gargan.

The third DeMille production, now

in preparation, will be a spectacular drama of the charmer of the Nile, "Cleopatra", and will feature a cast of exceptional players headed by Claudette Colbert.

Noel Coward's "Design For Living", an Ernst Lubitsch production, with Fredric March, Miriam Hopkins, Gary Cooper and Edward Everett Horton.

"White Woman" will feature Charles Laughton, Charles Bickford, Carole Lombard and Percy Kilbride. Directed by Stuart Walker.

"Three Cornered Moon" with Claudette Colbert, Richard Arlen, Mary Boland, Lyda Roberti.

"Tillie and Gus", co-starring the new comedy team of W. C. Fields and Alison Skipworth, with Baby LeRoy. Directed by Francis Martin.

"Torch Singer" with Claudette Colbert, Ricardo Cortez, Lyda Roberti and David Manners. Adapted from Grace Perkins' Liberty Magazine story, "Mike", features several new songs.

"Cradle Song" from the play by Gregorio Martinez-Sierra, marks the debut of Dorothea Wieck, with Louise Dresser, Kent Taylor and Evelyn Venable.

"Too Much Harmony", musical comedy with Bing Crosby, Jack Oakie, (Continued to Page 4.)

THERE'S PLENTY OF PUNCH IN THE BLUE RIBBON BUNCH.

"THEY'RE OFF"

DRIVE FOR EXTRA
DECEMBER BUSINESS.

THE field has been despatched to a good start for the "Bookers' Drive", and already evidence is coming into Head office of extra business having been contracted for December.

The entire Sales Force is behind the Drive to the limit, and present indications are that it will be one of the most successful campaigns on record. John E. Kennebeck has brought all the Ad. Sales Managers into line on this general offensive for a clean-up. The boys are taking advantage of the extra dates secured by the bookers in planting extra Ad. Sales. Len Jones, in Head Office, states that the Ad. Sales business for December looks like being the best for the year.

Herewith are some more enthusiastic replies to Mr. Hurworth's letter on the Drive:—

"The Booking Department of this Branch will get behind the scheme and exploit it to the utmost limits.—Chas. Hale (Sydney Booker)."

"I am going to do my utmost to make this Drive the most successful one ever conducted by this Branch." R. E. Henderson (Booker, Adelaide)."

"Our Booker, Mr. Heydon, has been guaranteed the co-operation of everybody in this Branch, and it will be no fault of ours if he does not secure more bookings than any other Booker."—Bert Kelly (Manager, Melbourne)."

"From plans outlined we should secure at least 25 per cent. additional bookings for December over and above the month of September.—George Nacard (Manager, Perth)."

"BOOKERS' DRIVE"
PERSONALITIES.



Here's Harry Hill, salesman and booker, and first lieutenant to George Nacard at the Perth Branch. Harry is confident that he will carry off the honors in the "Bookers' Drive".

OPENS SATURDAY.

"COLLEGE HUMOR" AT
SYDNEY REGENT.

"COLLEGE HUMOR" is all set to open at the Sydney Regent on Saturday next, having been preceded by a smash campaign which has covered every avenue of publicity. The numbers, "Learn to Croon", "Moonstruck", and "The Old Ox-road" have been plugged steadily for weeks on the air per medium of the special studio electrical transcriptions and leading gramophone records, and a ready-made audience is awaiting the arrival of the picture.

"MIDNIGHT CLUB".

MELBOURNE CUP WEEK
ATTRACTION AT CAPITOL.

PARAMOUNT'S "Midnight Club", the Capitol's Cup Week attraction enjoyed a great opening on Saturday. The picture is being preceded by a ninety minute stage show presented by Ernest Rolls.

Head Office staff witnessed the picture last night, and were unanimous in their praises that it is one of our best releases this year. Clive Brook, George Raft, Alison Skipworth and Helen Vinson constitute a cast of box-office value.

STUDIO DISCS.

"TOO MUCH HARMONY"
AND "TORCH SINGER".

HHEAD Office has just received a shipment of special studio electrical transcriptions for "Too Much Harmony" and "Torch Singer". The discs on the former picture are perhaps the best we have received to date, and there is no doubt that they will receive a steady plug on the B class radio stations. In the "Torch Singer" record we hear the deep mellow voice of Claudette Colbert singing a real hot-cha number, "Give Me Liberty or Give Me Love".

Bing Crosby is featured in the "Too Much Harmony" discs, singing "Thanks", "Boo, Boo, Boo", "Buckin' the Wind" and "The Day You Came Along". There is also some comedy dialogue by Jack Oakie.

Besides being a big plug for the picture, the records provide great entertainment.

IF IT'S A PARAMOUNT PICTURE—IT'S THE BEST SHOW IN TOWN!

Our Back Page of Front Page News

FOR YOUR
Information
by
Reg Felton

CECIL B. DeMILLE has chartered an ocean liner on which he will shoot sequences of his forthcoming "Four Frightened People" . . . The cast for this Paramount special includes Claudette Colbert, Mary Boland, Herbert Marshall, William Cargan and Leo Carrillo . . . Sally O'Neill, for many years a favorite among silent picture fans, has again stepped into prominence with a lengthy Paramount contract. Firstly, Miss O'Neill will appear in "We're Sitting Pretty", with Jack Oakie, Jack Haley and Ethel Merman . . . Charlie Ruggles has been assigned the lead in "She Made Her Bed", a comedy romance of Parisian artists . . . Marguerite Churchill will have the feminine lead and so replace Carole Lombard who was originally intended for the role . . . James Bell, Broadway actor who recently arrived in Hollywood for a single picture contract with Paramount, will probably go into a featured role in "White Woman" . . . Charles Laughton, Percy Kilbride, Carole Lombard and Charles Bickford have already been cast for "White Woman" . . . Mahlon Hamilton, one time popular leading man, will appear in Mae West's new picture, "I'm No Angel" . . . Miss West is responsible for the writing of this story, and Wesley Ruggles, brother to Charlie, is the director . . . Cary Grant again plays the lead opposite Mae, whilst Kent Taylor, Edward Arnold, and Gregory Ratoff are best known of the remainder of the cast . . . Just for your information . . .

(Continued from Page 2.)

Skeets Gallagher, Lilyan Tashman, Harry Green, Ned Sparks. Directed by Edward Sutherland.

"One Sunday Afternoon" starring Gary Cooper, with Francis Fuller, Neil Hamilton, Fay Wray and Roscoe Karns. Directed by Stephen Roberts, from the play by James Hagan.

"Lives of a Bengal Lancer" with Gary Cooper, Cary Grant, Richard Arlen, Sir Guy Standing. From the book by F. Yeats-Brown. Ernest Schoedsack made the jungle scenes.

"Good Time Harry", co-starring the comedy team of Mary Boland and Charlie Ruggles, with George Barbier.

"There Were Four Women" written and directed by Ernst Lubitsch, with cast including Miriam Hopkins, Fredric March, Gary Cooper, Claudette Colbert, Cary Grant, Dorothea Wieck and Carole Lombard.

"All of Me" with George Raft, Carole Lombard and Ricardo Cortez.

"We're Sitting Pretty", a musical comedy with Jack Haley, Jack Oakie, Ethel Merman and Sally O'Neil. Directed by Ralph Murphy. Music by Gordon and Revel.

"Big Executive" with Ricardo Cortez, Richard Bennett, Elizabeth Young and Sharon Lynne. Story by Alice Duer Miller. Directed by Erle Kenton.

"Hell on High Waters" with Richard Arlen and Judith Allen. Directed by Grover Jones and William Slavens McNutt.

"Cruise to Nowhere", a musical by Walton Hall Smith with Bing Crosby, Burns and Allen, W. C. Fields, heading an all-star cast.

"Six of a Kind" with Charlie Ruggles, Mary Boland, W. C. Fields, Alison Skipworth; directed by Leo McCarey.

"Golden Harvest" featuring Richard Arlen, Chester Morris and Genevieve Tobin.

"I Can't Go Home", "One Grand", "The Handsome Brute", with Marguerite Churchill, "Eight Girls in a Boat", directed by Richard Wallace, "Swift Arrow", "She Made Her Bed", "No More Women", with Edmund Lowe and Victor McLaglen, "Green Gold" are also on Paramount's 1934 Production Schedule.

The
Check-Up
by *Len Jones*

THE following is an extract from a memo received from Albert Nicholas, Melbourne Ad. Sales Manager, regarding the Bookers' Drive:—

"We have already commenced our campaign, as per attached sales letters. These letters have been forwarded to exhibitors screening Paramount pictures during the months of November and December. I might add that we have already received successful replies from many of the towns concerned."

Max Lovett, Acting Ad. Sales Manager in Sydney, lost no time in chasing courier sales for "She Done Him Wrong". He has already sold a total of 20,000 couriers on this production to three theatres. Max expects to sell at least 100,000 couriers on this picture, and judging from the flying start made, he seems certain to achieve his objective

W. Bignell, Adelaide Ad. Sales Manager, has also been responsible for some excellent courier sales on recent productions. A requisition for a further 3,000 couriers on "Tonight Is Ours" has been necessary to fill orders already in hand.



Paramount

Vol. 7.—No. 46. Nov. 15, 1933.

PUNCH

FOR 1933

"AU REVOIR".

TO all you boys and girls of Paramount in Australia, New Zealand, and the Far East, who have been so loyal to me during the past two years, I bid "Au Revoir".

To-day I sail, with Mrs. Clark, on the s.s. "Monterey" to New York on urgent and important business.

It will only be a short trip, and we expect to be back with you again in January. In the meantime, I know that I can rely upon you all to carry on in your usual right royal spirit.

Although I shall be many thousands of miles away, I shall be watching with interest your efforts in the Bookers' Drive, and also your work in selling Paramount's 1934 Product.

During my absence, you should not be wanting for good pictures. "This Day and Age", "Midnight Club", "Big Executive" and "Her Bodyguard" are all ready for release.

I know that I can look to you all to give Mr. Hurworth and Mr. Sixsmith your 100 per cent. co-operation.

Once again, "Au Revoir".

William J. Clark
Managing Director.

Published every Wednesday by Paramount Film Service Ltd., Head Office, Sydney, Australia, in the interests of the Paramount organisation in Australia, New Zealand and the Far East.

Reg. Kelly—Editor.

Bookers Forge Ahead For December.

PROGRESS PERCENTAGES FOR PUBLICATION IN "PUNCH".

RIGHT now every member of the Sales Force should be in the midst of his individual campaign for those extra dates for December. Bookers should have their plans for the campaign mapped out, and the information as to possibilities for business in the hands of his Branch Manager and Salesmen.

Although the campaign is listed for extra dates and revenue for December . . . now is the time to act.

General Sales Manager William Hurworth has made arrangements for progress percentages on the Drive to be supplied for publication in "Punch". With the arrival in Head Office of the "D" Statements for the first week in December, the number of bookings accounted for will be checked against the number of bookings recorded for the first week in September. In this

way we will be able to give you boys in the field some idea as to how you are progressing in the contest.

NACARD AGAIN.

SMART SELLING IN PERTH, W.A.

BRANCH Manager George Nacard of Perth comes once again into the limelight with a crack-a-jack contract for Paramount second releases. The deal concerns the Olympia Open Air Gardens, which is situated in the heart of the city. The contract will commence on November 17.

Another excellent deal just put over by this live-wire Paramounteer is the selling of all our British productions to the Theatre Royal, Perth. This house has been operating for some time as an all-British theatre and will now come into line with Paramount product, commencing with a double bill on December 22. The two pictures opening the contract will be "Counsel's Opinion" and "Lord of the Manor".

Nacard is certainly making the dust fly out West.

SIGNS LONG CONTRACT.



The news is just to hand from the Studios that Mae West has signed a Paramount long-term contract, calling for two pictures a year for the next five years. Above we see the curvaceous star in a costume she wears and wows 'em with in "I'm No Angel".

SONG HITS.

FROM "THE WAY TO LOVE".

AS usual you can be prepared for some outstanding song hits from Chevalier's next picture, "The Way To Love". To date we have been advised of three numbers, all sung by Maurice, but there is every possibility of others being added. The numbers are:—

"It's Oh! It's Ah!"

"I'm a Lover of Poree"

"In a One Room Flat".

In "The Torch Singer" Claudette Colbert sings three numbers that are really outstanding. They are:—

"Give Me Liberty or Give Me Love"

"It's a Long Dark Night"

"Don't Cry, Baby".

"SHE DONE HIM WRONG" RELEASES.

MAE WEST is due to infect Melbourne and Adelaide shortly with her sex-appealing curvaciousness. "She Done Him Wrong" will open at our own Capitol Theatre, Melbourne next Saturday, whilst the Rex, Adelaide, will open its season on December 2.



A SENSATION!

**"TOO MUCH HARMONY"
IS MUSICAL HIT.**

WITH the original production announcement for "Too Much Harmony", it was sensed that the picture would be in the hit class with such a line-up of talent as Bing Crosby, Jack Oakie, Judith Allen, Grace Bradley, Lilyan Tashman, Skeets Gallagher and Harry Green. Those early predictions were right, according to advice received from the Home Office to the effect that "Too Much Harmony" is stacking up records right throughout America.

Albert Deane in New York writes:—"Now we are able to put our predictions to concrete use because the picture has opened so magnificently in a number of spots that records are toppling as they have not toppled in the last six or seven years.

"In its opening day at the New York Paramount, the picture played to 17,000 people, which is an attendance record surpassed only in the very early days of the theatre's existence back in 1926-27. Both ran up records which have been topped only once in the past 15 months.

HERE'S A CAST!

**BIG NAMES CHOSEN FOR
PARAMOUNT'S "ALICE IN
WONDERLAND".**

AFTER conducting a world-wide contest to find a typical "Alice" to play the title role in "Alice in Wonderland", Paramount has selected an enormous cast of favorites for the many other characters in this classic.

The cast of "Alice in Wonderland" as of to-day's date is miraculous. In the words of Alice herself 'it grows wondrous and wondrous every day.'

And, as we said at the beginning, the cast of this picture is colossal. Here it is as of to-day's closing:—

Charlotte Henry as "Alice"; Richard Arlen as "Cheshire Cat"; Roscoe Ates as "Fish"; William Austin as "Gryphon"; Harvey Clark as "Father William"; Gary Cooper as "White Knight"; Jack Duffy as "Leg of Mutton"; Leon Errol as "Uncle Gilbert"; Louise Fazenda as "White Queen"; W. C. Fields as "Humpty Dumpty"; Alec. B. Francis as "King of Hearts"; "Skeets" Gallagher as "White Rabbit"; Raymond Hatton as "Mouse"; Lillian Harmer as "Cook"; Edward Everett Horton as "Mad Hatter", Roscoe Karns as "Tweedledum"; Colin Kenny as "Clock"; Lucien Littlefield as "Father William's Son"; Mae Marsh as "Sheep"; Polly Moran as "Dodo Bird"; Jack Oakie as "Tweedledee"; Edna May Oliver as "Red Queen"; Patsy O'Byrne as "Alice's Aunt"; May Robson as "Queen of Hearts"; Charlie Ruggles as "March Hare"; Ford Sterling as "White King"; Alison Skipworth as "The Duchess"; Ned Sparks as

BOOKERS' DRIVE PERSONALITIES.



Meet Charlie Hale, head of the New South Wales Booking Dept. It has been suggested that "Hale and Hearty" would be an appropriate title for this clever caricature from the pen of George Lawrence. George, however, just happened to catch Charlie when he was trying to solve a "switching" problem. Just a little matter of three theatres 100 miles apart who all desired "She Done Him Wrong" on the same night; and with only one print available. Charlie reckons that he is a cinch for the Bookers' Drive.

HOT OFF THE PRESS!

TO-DAY Paramount's colourful announcement of the 1934 Production Schedule compiled in book form and in a real showmanship manner was despatched by post to every Exhibitor in Australia and New Zealand. You will agree that this effort is one of our best and John E. Kennebeck, Hermann Flynn and artist George Lawrence are certainly to be congratulated.

"Caterpillar"; and Baby LeRoy as "Deuce of Hearts". Bing Crosby is also announced for the cast, but to date has not been assigned to a part.

IF IT'S A PARAMOUNT PICTURE—IT'S THE BEST SHOW IN TOWN!

Our Back Page of Front Page News

FOR YOUR *Information* by Reg Felton

CHARLES FARRELL of "Seventh Heaven" fame is a new-comer to the Paramount lot. . . He has been borrowed for "The Girl Without a Room" in which Marguerite Churchill, Charlie Ruggles, and Gregory Ratoff are also featured. . .

And now here's the latest. . . Lubitsch has patented the furniture designs in "Design for Living". . . This action was taken because so many furniture manufacturers "lifted" and commercialised the lounge room equipment used in "Trouble in Paradise". . . This time they will be at liberty to use the designs for his latest picture. . . on a royalty basis. . . "Ladder of Men" has been chosen as a vehicle for Miriam Hopkins. . .

Ten years ago the picture world took to its heart a youngster named Baby Peggy. . . Now Peggy is "all grown up" and as Peggy Montgomery, you will see her in "Eight Girls in a Boat". . . "The Yodellers" is being prepared as a screen play for Charlie Ruggles and Mary Boland. . .

Jackie Cooper, who made his first big success in "Skippy" on the Paramount lot is back again on loan to make "Pardners". . . "Smile, Damn You, Smile", current story by Ben Hecht, has been purchased by Paramount as a possible vehicle for George Raft or Jack LaRue. . . "Hell and High Water" has been chosen as the final title of "Cap'n Jericho", Max Miller's story of the waterfront, featuring Richard Arlen and Judith Allen. . .

Personalities



Three Paramounters attached to the Melbourne exchange who are responsible for the safe transit of Paramount pictures to the theatres of Victoria. From left to right: William Davis, Harry Whittington and Harry Massina.

Meet "Bill" Hurworth, Jr.

Introducing William Hurworth, Jr., son of General Sales Manager Hurworth, who became a Paramounteer on Monday last. Young "Bill" is attached to the Sydney Booking Department.



Misses Brown, MacLean, and Norris, who recently won one of the major prizes in the State Lottery "threw" a party for their associates in the Head Office Accounts Dept. Dinner and theatre was the programme.

Hermann Flynn, Advertising, was admitted to hospital yesterday to undergo an appendicitis operation. He's doing nicely, thank you.

Bill Worsley of the H.O. House Staff is a proud daddy. IT'S a girl.

The Check-Up by Len Jones

HEREWITH is a report from George Hayes, of Launceston, concerning the Bookers' Drive:—

"I have instituted a special drive in connection with the Bookers' Drive for December, and guarantee at least quota figures for each week of December."

Albert Nicholas, Melbourne Ad. Sales manager, reports a sale of excellent quantities of three-sheets, one-sheets, daybills and couriers for "Blonde Venus", "Movie Crazy", "If I Had a Million" and "Hello, Everybody" to a local circuit. Albert was also responsible for a splendid sale of 11 x 24 sheets on "International House" to a suburban theatre.

Max Lovett, Acting Ad. Sales Manager in Sydney, has turned in copies of an outstanding batch of sales letters, on which he has kept a check for results. The amount of extra revenue obtained in this manner is certainly most gratifying and his efforts have been well repaid.

Albert Nicholas still maintains his advantage in the "Sign of the Cross" courier sales contest with Sydney. Figures at November 9th are as follows:—

Melb.: 143,150 Couriers.
Sydney: 133,500 Couriers.

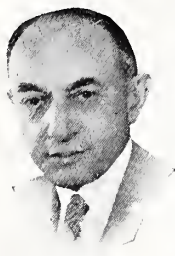
Paramount

Vol. 7.—No. 47. Nov. 22, 1933.

PUNCH

FOR 1933

VALE, MR. SHAUER.



E. E. Shauer, loss of our loving and distinguished friend who cherished us as his "Blue Ribbon Bunch".

The staffs in Head Office and all Branches assembled in their respective offices on November 17, and together observed a moment of silence out of loyal respect and love for him whose star of leadership has set to guide us still onward to greater things for the organisation.

Mr. Emil E. Shauer was in his sixty-eighth year. He was a member of the Board of Directors, Assistant-Treasurer, and General Manager of the Foreign Department of Paramount Pictures Inc., in which latter position he controlled the organisation of manpower that sold and distributed Paramount Pictures in 71 countries. In 1925 with Mrs. Shauer, he visited Australia, when this organisation had the pleasure of meeting him.

Published every Wednesday by Paramount Film Service Ltd., Head Office, Sydney, Australia, in the interests of the Paramount organisation in Australia, New Zealand and the Far East.

Reg Kelly—Editor.



NEW YORK BREAKFASTS WITH MAE!

**BUT IN DETROIT IT'S
SUPPER AT 2 A.M.**

NEW YORK has accepted Mae's invitation to "come up and see me sometime . . . anytime , and is crowding the Paramount Theatre at breakfast time to see Paramount's "I'm No Angel". An extra session is being run daily in order to cope with the jams. This session commences at 9 a.m., but long before that hour the queues are forming with near-by enterprising drug stores supplying stools and breakfast trays to those early morning picture-goers.

At the State Theatre in Detroit, "I'm No Angel" is being played continuously every day from 9 a.m. until 2 a.m. This is the longest stretch ever booked for a major theatre in the U.S.A. for an extended run. In the past, several theatres have run a show right round the clock as a publicity boost for an opening, but never before has a theatre run a show for this stretch on an extended season policy. And so in Detroit you may have breakfast, luncheon, dinner, and early morning supper with Mae . . . but they'll kick you out at 2 a.m. . . . the meanies.

CRAIG ON TOUR.

STANLEY H. CRAIG, General Manager for New Zealand, is at present on an extended tour of his territory, making a general clean-up for the Bookers' Drive, and also contracting new business for 1934.

OUR CABLE.

AS announced by J. A. Sixsmith at the Head Office observance of tribute to the memory of Mr. Shauer, the following cablegram of condolence was immediately despatched to Mr. Hicks:

Please convey to Mrs. Shauer and Mel this organisation's deepest sympathy in loss of one whom we all loved and labored for stop To-day we observed moment's silence together in respect of him stop Send large wreath from us all.

Paramount in Australia, New Zealand, Far East.



Gwen Munro and Joyce Neilsen, snapped with Buster Crabbe on their arrival in Hollywood.

BOOKERS' DRIVE PERSONALITIES.



Meet Jack Edwards, Booker at Brisbane, who is confident of success in the Bookers' Drive. Jack handles one of the longest circuits in the world, and when there are floods and railway strikes and other little pleasantries he has the time of his sweet young life.

IN PRODUCTION.

**"THE SEARCH FOR
BEAUTY" WITH ANZAC
REPRESENTATIVES.**

LUIGI LURASCHI, Foreign Department Representative in Hollywood Studios, writes Mr. Kennebeck that the Australian and New Zealand "The Search For Beauty" Contest winners are now very much at home in the Studios. A definite sequence has been written into the story for each contestant, and right now the picture is well in production. Erle Kenton, the Director, and Lloyd Sheldon, the Producer, are also examining every individual closely to see what talent there is available for future use, and also for special "spots" in "The Search for Beauty".

The Blue Ribbon Bunch representatives have been enjoying a grand time whilst waiting for the commencement of the picture. They have been feted and entertained everywhere.

THERE'S PLENTY OF PUNCH IN THE BLUE RIBBON BUNCH.



Just one of the screamingly funny moments from *The Four Marx Bros.* "Duck Soup." Margaret Dumont, who is meeting with so much admiration from Groucho has appeared in each of the Marx Bros. pictures to date.

CLAUDETTE SINGS.

THREE HIT NUMBERS IN "TORCH SINGER".

WHEN Claudette Colbert sang a short chorus in "The Smiling Lieutenant", fans throughout the world were amazed at the sweet quality of her voice. They cried out for more, and in "The Torch Singer" we have the answer.

Here we have Miss Colbert as a night club and radio singer, a part which calls for snap numbers, and do we get them? Read on dear readers. read on.

"Give Me Liberty Or Give Me Love" is a knock-out, and is sure to be one of the season's biggest hits. Others sung by Miss Colbert, with that sweet modulated crooning voice are, "Don't Be a Cry-Baby" and "It's a Long Dark Night".

(Continued on foot of Col. 3.)

The Bookers' Drive.

THAT WINNING STRIDE!

WHEN the call was made for a special effort for extra revenue in September you were given a job to do, and you did it in a highly creditable manner.

That achievement was a great tribute to the devotion, loyalty, and hard-hitting selling effectiveness of our Manpower. Again, the Blue Ribbon Bunch delivered!

Our job now is to keep the momentum we gathered over September and October going into the remainder of the year. We hit a winning stride in September. Let's keep it up!

I am counting on the Bookers' Drive for December to show our executives in New York that our September effort was no flash-in-the-pan.

In fulfilling this task, we will be aided by pictures of high box-office quality. I refer particularly to "She Done Him Wrong", "College Humor", "Midnight Club", "Her Bodyguard", "Big Executive" and "Mama Loves Papa". With such merchandise to sell and book, it is up to everyone of us to bend backwards in turning in the greatest revenue in our history.

Murdoch

HAIL! "THIS DAY AND AGE".

H.O. STAFF SEE DeMILLE EPIC.

THE Little Paramount Theatre in Head Office was crowded to capacity last night when members of the staff witnessed a screening of Cecil B. DeMille's modern epic, "This Day and Age". The audience was 100 per cent. enthusiastic on the box-office possibilities of the picture, and voted it one of DeMille's best.

Judith Allen, who makes her first appearance in this picture, and who is right now being groomed for stardom, won many admirers.

The other picture on the bill was "Big Executive", in which Richard Bennett gives a sensational "Grumpy" performance. In this picture Ricardo Cortez makes a welcome re-appearance with Paramount.

EMANUEL COHEN, vice-president in charge of Production told newspapermen recently that the Production Department "is more than in satisfactory shape, and he was happy to say that it was not necessary for the company to borrow money from any outside source to complete its 20,000,000 dollar production budget for 1934."

(Continued from Col 1.)

Playing opposite Claudette Colbert is the very fascinating Ricardo Cortez. Also in the well-selected cast are David Manners, Lyda Roberti, Baby LeRoy, Florence Roberts, Helen Jerome Eddy and Charlie Grapewin.

IF IT'S A PARAMOUNT PICTURE--IT'S THE BEST SHOW IN TOWN!

Our Back Page of Front Page News

FOR YOUR *Information* by Reg Felton

PARAMOUNT has acquired the right to use the title of one of the world's finest modern musical compositions for a forthcoming production... "Bolero" is the name and Carole Lombard and George Raft has been named as leads... "All Of Me" was the original title of this picture... George Raft has been named as the lead in "Rhumba" a forthcoming story of present day Cuba... Havana night life as the tourist knows it will serve as a background of the story... Having stepped into the lead of Zane Grey's "The Thundering Herd", Judith Allen now celebrates her forth consecutive Paramount lead... Miss Allen's most recent work was in "Hell and High Water" which was chosen as the final title of "Captain Jericho"... Thelma Todd has joined the cast of the Charles R. Rogers Paramount production, "We're Sitting Pretty"... She will share leading honors with Jack Oakie and Jack Haley... Can you imagine Gary Cooper crooning... Gary will demonstrate his ability in his forthcoming "One Sunday Afternoon" in which he will sing no less than six numbers... "Wait 'Til the Sun Shines Nellie" and "In The Good Old Summer Time" will give you just an idea... The Broadway stage contributes the leading lady of "One Sunday Afternoon" in Frances Fuller... Miss Fuller achieved a tremendous following from her stage appearance in "I Loved You Wednesday".

Personalities

BOB WHITE, Exploitation Manager, is right now eating from the mantelpiece as a result of "jackarooing" on a sheep station during vacation.

Hermann Flynn, who last week parted with his appendix, is getting along fine and expects to be back at his desk in a couple of weeks.

George Hayes of the Launceston Branch "middle-aisled" it last Saturday, and from now on must have a good alibi to get out nights.

Just returned from vacations: Artist George Lawrence, Reg. Felton (Publicity) and Roy Lyons (H.O. Ad. Sales).

May Norris of H.O. Accounts is at present enjoying her annual vacation with the added benefit of a fat Lottery cheque... Whoops.

NEW SALESMAN.

GENERAL Sales Manager Hurworth announces the appointment of Noel Gehrig, as Salesman attached to the Sydney Branch, effective from Monday last. Noel is at present on a two weeks' trip with Salesman Bill Blood.

The Check-Up by Len Jones

R. HENDERSON, of Adelaide Branch, was responsible for a most outstanding and comprehensive Ad. Sales order on "The Sign of the Cross", taken in favour of a country exhibitor at Bordertown, while W. Bignell, Ad. Sales manager of the same Branch, secured an excellent order of 8,000 couriers on "To-night is Ours" from the Rex Theatre.

A report has been received from Brisbane Branch concerning a splendid sale of Ad Sales on "A Bedtime Story" to a theatre at Southport. The quantities are as follows:—1 x 24 sheet, 1 x 6 sheet, 1 x 3 sheet, 10 x 1 sheets, 40 daybills, 2,000 couriers, photos stills, stereos, slides and a trailer. The order was taken by Jack Edwards, Booker in that branch.

One of the best Ad. Sales orders received from Melbourne last week was taken by Albert Nicholas, Ad. Sales Manager, who sold good quantities of Ad. Sales on "A Lady's Profession", "Luxury Liner" and "If I Had a Million" to a country circuit of four theatres.

Otto Doepel, of Wellington branch, is certainly not losing any opportunities of procuring extra revenue. Orders this week received from his branch list a further 12 titles for "God Save the King" and 5,000 additional couriers for "She Done Him Wrong".

Paramount

Vol. 7.—No. 48. Nov. 29, 1933.

PUNCH

FOR 1933

ALL SET FOR DECEMBER?

THE month of December is just two days away, and at this time every Booker should have lined-up every prospect and possibility for the drive for extra play-dates and revenue.

To date I have received quite a bundle of contracts for December, demonstrating that you boys in the field are really standing behind the promises you made just a few weeks ago.

However, the showing so far is not good enough. If we are going to beat the Paramount Week and month of September bookings you boys will have to pull your socks up and dig up that extra business that will carry us over the top.

Some of our Branches have had steady inquiries for repeats on "A Bedtime Story". Right here is an opportunity for you to get those extra dates so necessarily needed. "The Sign of the Cross" is a picture that you can sell everywhere. "Midnight Club", "This Day and Age", "College Humour", "Big Executive", and "Torch Singer" are other smash propositions that will be available for you.

You have the merchandise—sell it and make December the biggest month of the year.

Murdoch

Published every Wednesday by Paramount Film Service Ltd., Head Office, Sydney, Australia, in the interests of the Paramount organisation in Australia, New Zealand and the Far East.

Reg. Kelly—Editor.



STAR VALUE.



Here we see two of the company's foremost stars, Fredric March and Gary Cooper in a scene from the Noel Coward story, "Design for Living." Miriam Hopkins is cast as the feminine lead.

"TOO MUCH HARMONY".

WHAT "The Big Broadcast", "International House", and "College Humor" had in the way of big money draw, "Too Much Harmony" has . . . and then some! At least, that is the consensus of opinion of the U.S.A. trade press.

It has more story, better songs, funnier gags, prettier gals, and watta cast! Bing Crosby in a role with plenty of punch, which still enables him to sing. Oakie and Gallagher are a panic! So's Lilyan Tashman. The Harmony in that picture starts and ends with the first note . . . and that's DOUGH.

N.Z. "SEARCH FOR BEAUTY" WINNER AWARDED CONTRACT.

COLIN TAPLEY STAYS WITH PARAMOUNT.

FOLLOWING Paramount's recent nation-wide "Search for Beauty" Contest, in which Miss Gwen Munro and Brian Norman, and Miss Joyce Nielsen and Colin Tapley were successful in winning the Australian and New Zealand section respectively, the news now comes that the New Zealand man, Colin Tapley, has been awarded an additional Paramount contract for his fine performances in the production of "The Search for Beauty".

From the thirty finalists, hailing from all parts of the world, Paramount have chosen six as likely talent for future productions, and in addition, have awarded £200 to the girl offering the best performance in "The Search for Beauty", and a like amount to the man. These special prizes were won by Scotland's entrant, Miss Gwenillian Gill, and the successful man was Edrid Tidbury of South Africa.

Mr. Colin Tapley has had rather a colorful career, having travelled extensively both in England and America. He is a member of the Royal Flying Corps, and in addition, has won numerous titles for his athletic abilities. Mr. Tapley was born in Dunedin, New Zealand just twenty-four years ago, and is the son of an ex-mayor of that city.



Colin Tapley.

RECORDS SMASHED.

PARAMOUNT PRODUCT SETS NEW FIGURES IN NEW ZEALAND.

SIMULTANEOUSLY in three different centres, Paramount Pictures have recently broken their own box-office records.

Firstly, "A Bedtime Story", screening at the Majestic Theatre, Invercargill, took more on its first night than "Love Me To-night", a previous outstanding money spinner took in three days.

A repeat booking of "Service for Ladies" at the Majestic Theatre, Wanganui, screening for three days had bigger mid-week box-office figures than any other Paramount picture previously shown this year.

"The Eagle and The Hawk", at the Theatre Royal, Christchurch, broke all Paramount picture records established over the past twelve months for an opening day at the theatre.

THERE'S PLENTY OF PUNCH IN THE BLUE RIBBON BUNCH.

PERTH SHOWS YOU HOW!

**JEFF RALPH PUTS UP FINE
PERFORMANCE IN CASH
COLLECTIONS.**

The Perth Branch has been figuring prominently in "Punch" headlines during the past few months, in the matter of sales performances.

The boys out there, not only make the sales, but they collect the cash too, which makes their performance 100 per cent. perfect.

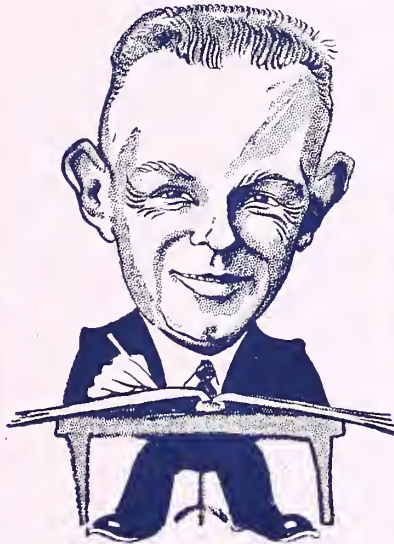
Whilst George Nacard and Harry Hill have been getting signatures on the dotted line, Jeff Ralph, the Branch Accountant, has been doing his part, with the result that at the present time, his Return of Sundry Debtors shows nothing more than one week overdue. Mr. Sixsmith has forwarded a copy of the Return to Mr. Hicks.

Take a bow, Jeff!



J. J. Ralph.

BOOKERS' DRIVE PERSONALITIES.



Here he is, folks, W. C. T. "Tommy" Hanson, ace booker for New Zealand and right-hand man to Stan Craig. He's only a handful but he's got plenty of what it takes to land that winning spurt. Waipukurau, Te Puke, Ngaruawahia, Kohukohu, are just a few of the towns that Tom has booked for special December contracts. Try to pronounce them...just try.

MAE REVEALS REASONS FOR HER SUCCESS.

MAE WEST was asked by a visitor on her "I'm No Angel" set at the Paramount studios, to describe the kind of a character she plays.

"Well," Mae remarked, "she's the kind of a girl that can lose her reputation, and never miss it!

"In other words", she added, "when she's good, she's very very good, and when she's bad, she's better!"

CONTRACTS RENEWED.

**CAROLE LOMBARD AND
DOROTHEA WIECK.**



Carole Lombard. Dorothea Wieck.

PARAMOUNT'S production chief, Emanuel Cohen, announces that Carole Lombard, who has already been with Paramount for many years, has signed a new long term contract, thereby binding her screen talents to Paramount for a further lengthy period.

Miss Lombard has appeared in numerous Paramount successes, which have proved to be the forerunners of the success she now enjoys. Her first picture for Paramount was "Safety in Numbers", then followed "Fast and Loose" and so, after enjoying the leads in at least ten others, she goes into the production of Paramount's "Bolero", opposite George Raft. This will mark her first appearance under the terms of the new contract.

In addition to this announcement, Mr. Cohen states that Paramount has exercised its option on Dorothea Wieck for a lengthy term. Miss Wieck, a recent Continental find, has made her American debut in "Cradle Song".

TWO CHAMPS!

A MONTH doesn't go by without Paramount being eminently represented in the U.S.A. "Motion Picture Herald's" Box Office Champion list. In the August listing, Paramount has two: "SONG OF SONGS" and "MAMA LOVES PAPA". No other company had more!

IF IT'S A PARAMOUNT PICTURE—IT'S THE BEST SHOW IN TOWN!

Our Back Page of Front Page News

FOR YOUR *Information* by Reg Felton

GRACE BRADLEY has been given her first leading role in "Girl Without a Room", and so joins Charles Farrell, Marguerite Churchill and Charlie Ruggles... Miss Bradley is quite a recent addition to Paramount's players list, she having been successful in an American beauty contest... Kay Johnson has been signed by Charles R. Rogers for an important role in his Paramount production, "Eight Girls in a Boat"... Lillian Roth, who, several years ago, became famous with her portrayal of Hugette in "The Vagabond King" and her rendition of "Sing You Sinners" in "Honey" is making a come-back, if such an expression may be used for a girl still only twenty-two years of age, states Bill Pine at the Hollywood studios... This charming little lady has been awarded the leading role in Paramount's coming musical, "Take a Chance"... With the completion of "Design for Living", Gary Cooper will have a brief respite from Hollywood, he intends spending a hunting vacation on his Montana ranch... On his return he goes into "Lives of a Bengal Lancer", where he will join Richard Arlen, Cary Grant and Sir Guy Standing... Just For Your Information.

Personalities

MICK STANLEY of the H.O. Despatch Dept., is listed as a member of the Old Timers' Club, who are organising to tear a steak apart to-night, with the aid of foaming tankards. Membership qualifications are twenty years or more of active service in the film industry.

S. O. Herbert is back at his desk looking like a juvenile lead after two weeks of golf at Bundanoon.

The sympathy of all Paramounters is extended to Jack Tauchert, of H. O. Customs Dept., who recently suffered the loss of his dad, Arthur Tauchert, who will be remembered as "The Dinkum Bloke."

SMASH TRAILER TO SELL PARAMOUNT'S "BIG SIX".

CAPITALISING on the unbroken succession of mighty money pictures which Paramount will release in the near future, New York has prepared a smash selling trailer on what has been designated as Paramount's Big Six Coming Pictures.

The pictures covered by the trailer are "Duck Soup", "Alice in Wonderland", "The Way to Love", "I'm No Angel", "Design for Living", and "Cradle Song".

The trailer, which runs about four minutes is chock full of entertainment, selling as it entertains. More about this later from Mr. Kennebeck.

The Check-Up by Len Jones

AN exceptionally fine sale of Ad. Sales on "Mama Loves Papa" was made to the Regent Theatre, Auckland, by Otto Doepel, Advertising Manager of the New Zealand branch. The order comprised the following:—4 x 24 sheets, 1 x 6 sheet, 2 x 3 sheets, 2 x 1 sheets, 50 daybills, slides, stills, photos, etc.

Ron Lawn, Perth Ad. Sales Manager, is also responsible for some splendid orders obtained by personal contact with the showmen. Two orders, one for "A Farewell to Arms", and the other for "Hello, Everybody!", being very outstanding and most comprehensive. In fact, quantities of every Ad. Sales item available on both productions, with the exception of 6-sheets, were included in these orders.

Max Lovett, Acting Ad. Sales Manager in Sydney, has also been on the move for extra business. Apart from some excellent orders to his first release house on "College Humor", he has obtained the undermentioned additional business per medium of excellent sales letters:—2 x 24 sheets, 11 x 6 sheets, 12,000 couriers, 2 sets 11 x 14 photos, 2 trailers, and 1 advertising record. Such a large amount of extra business forcibly illustrates the fact that sales letters are an indispensable aid to our department.

Paramount

Vol. 7.—No. 49. Dec. 6, 1933

PUNCH

FOR 1933

HEADS UP FOR 1934 !

JUST around the corner is the year of 1934 . . . and with it, I believe, prosperity. If the production schedule announced by the Studio is any criterion, there should be no doubt that next year we will see the greatest array of Paramount Pictures that has ever been produced for the entertainment of the peoples of the world. Our job is to see that those pictures grace the screens of every possibility in our territories. The Production Department is doing its job by giving us box-office pictures, and if we complete the contract by making the right sales . . . prosperity, in which we will all share, is just as sure as to-morrow's sunrise.

A picture, no matter how great in entertainment value, or how big a masterpiece is just so much exposed film until it is sold right to exhibitors and public. Then it becomes a reality.

We of the Sales Force, more or less, carry the success or failure of Paramount in our hands. If we fail to sell the product then the work of the Production Department is just so much wasted effort

Heads up everybody and greet the New Year with confidence and enthusiasm. No slackers are wanted . . . we have a job to do, so let's give it everything we've got.

M. W. W. W.

Published every Wednesday by Paramount Film Service Ltd., Head Office, Sydney, Australia, in the interests of the Paramount organisation in Australia, New Zealand and the Far East.

Reg Kelly—Editor.



Bookers' Drive Commences : Progress Percentages in Next Week's "Punch".

The Bookers' Drive for December is on!

Every member of the Sales Force has pledged to Mr. Hurworth that they will record more bookings for this month than those contracted for in September last. This will be no easy task, because September, with the Paramount Week backing, was one of our ace revenue months. Still, the boys are not used to making idle promises, and they are all backing their pledges with man's-size bundles of contracts.

In connection with this drive, Mr. Hurworth also sent out a call for a special figure in revenue for the first week in December, and from a check-up made yesterday, there is every chance that this figure will be exceeded.

Special arrangements have been made for the publication of progress results and percentages in the Bookers' Drive for the next, and the four following issues of "Punch". These standing will be compiled from Branch "D" Statements giving the percentage of bookings as compared to the corresponding week in September. Bookers, you are in the spotlight of Paramount attention. Every Paramounteer will be watching your efforts with interest and enthusiasm. It's up to you.

THE "CAST OF A CENTURY" LISTS MANY BRITISHERS.

CARL BRISSON SIGNED BY PARAMOUNT



Charlotte
Henry
as "Alice".

YOU have already read of the "Cast of a Century" announced for "Alice in Wonderland". The dozens of "big" names contained in that list created nothing short of a sensation amongst exhibitors and public alike. Interesting to note is the number of British people in the cast: Alison Skipworth and Alec. B. Francis were born in England; May Robson was born in Melbourne; Leon Errol was born in Sydney; Ned Sparks first saw the light of day in Canada, and William Austin hails from British Guiana.

CARL BRISSON, a Danish film player, who for some time has been enjoying tremendous success in England, both on stage and screen, has been attracted to Hollywood by Paramount.

Brisson has been awarded a Paramount contract, and is scheduled to leave London about the middle of January, but, as yet, his first picture has not been selected.

Carl Brisson marks the third of recent Paramount assignments to come from England. Firstly, Ida Lupino was awarded a contract, then Frances Drake and now Brisson.

THERE'S PLENTY OF PUNCH IN THE BLUE RIBBON BUNCH.

DOUBLE FEATURE BILL FOR PRINCE EDWARD.

PRE-XMAS PERIOD.

TWO smash Paramount productions, "Midnight Club", featuring Clive Brook, George Raft, Alison Skipworth and Helen Vinson, and "Torch Singer", with Claudette Colbert have been booked for the Sydney Prince Edward Theatre to commence a season on December 9th.

The pre-Christmas period, is really the hardest time of the year in show business, but with two productions of the calibre of those selected, the Prince Edward management is confident of obtaining their share of that "stowed away for Xmas" cash.

SPECIAL POSTERS FOR "DESIGN FOR LIVING".

REALISING the great possibilities of such a story and cast, Paramount's Home Office Advertising department is sparing no effort in its search for suitable poster designs for "Design for Living".

Paramount is combing the art world to bring new and unusual effects to the poster designs for the advertising of this picture, and in addition are offering substantial prizes for the work considered to have the most appeal. Not only have the leading artists been approached, but also leading art schools and clubs to whom the Advertising Dept. has forwarded letters advising pupils of the "Design for Living" poster contest.

CIRCUS PICTURE.

GEORGE NACARD of Perth supplies this one, and vouches for its authenticity:—

"Dave was on a visit to town, and seeing the streets plastered with 'The Sign of the Cross' billing, presented himself at the box-office and asked for tickets to see 'that Circus picture'. Apparently what intrigued him was the lions in the arena scenes pictured on the daybills."

BOOKERS' DRIVE PERSONALITIES.



He's tall, dark, and handsome... Bob Henderson, crack booker attached to the Adelaide Branch. Bob is a younger brother to District Manager Claude Henderson, and like his brother, is a 100 per cent. Paramounteer with first-class sales ability.

PARAMOUNT BUYS STORIES FROM NOTED AUTHORS.

EIGHT IN PRODUCTION.

EIGHT films, now in production, or about to start at Paramount, are from the pens of some of the world's best known writers.

Lewis Carroll, whose "Alice in Wonderland" has delighted children and grown-ups for more than half a century, is now at work with Charlotte Henry in the title role, and Norman McLeod directing.

"Cradle Song", one of the masterpieces written by Gregorio Martinez Sierra, has just been completed, with Dorothea Wieck in the leading role.

Other well known moderns whose works are being filmed at the same studio are Francis Yeats-Brown, who wrote "Lives of a Bengal Lancer"; Manuel Komroff, the author of "Coronet", who has just finished "The Scarlet Pageant" for Marlene Dietrich; Noel Coward, whose "Design for Living" is being edited. Rupert Hughes, whose "Miss Fane's Baby Is Stolen", is about to be filmed; Nina Wilcox Putnam, one of the best known women writers; and Zane Grey, dean of all outdoor, adventure and romance authors.

MOCK TURTLE'S ROLE GOES TO CARY GRANT

CARY GRANT has become the fifty-third and last member of the "cast of the century" in Paramount's "Alice in Wonderland". Replacing Bing Crosby in the role of the Mock Turtle, he will sing the song, "Soup, Soup, Beautiful Soup".

IF IT'S A PARAMOUNT PICTURE—IT'S THE BEST SHOW IN TOWN!

Our Back Page of Front Page News

FOR YOUR
Information
by
Reg Felton

HEADED by Paul Sloane, director, Jackie Cooper, star, Lila Lee, Addison Richards and Gavin Gordon, members of Paramount's production unit working on "Partners" are on a ten day location trip to Sonora, California... whilst there, almost all the exterior scenes for the story will be shot... The story concerns the adventures of a child, who is suddenly transplanted from the crowded tenement districts of New York to a small Western town... Peggy Montgomery, whom screen fans last knew as "Baby Peggy" has grown up, and has been signed to a long term contract by Charles R. Rogers... She will enact one of the school-girl roles in "Eight Girls in a Boat", which Rogers is producing for Paramount... Having finished his work in "I'm No Angel" as Mae West's leading man, Cary Grant is tripping off to his native England, the first journey home since his screen career began just two years ago... Miriam Hopkins, now working in "Design for Living", has signed a new Paramount contract... Claudette Colbert, will enact a role of a school teacher on a round the world vacation in her forthcoming "Four Frightened People"... many sequences of the picture will be shot aboard the liner s.s. "San Francisco"... The wave of kidnapping at present terrorising all America, was responsible for Rupert Hughes writing "Miss Fane's Baby Is Stolen", which Paramount will bring to the screen with Baby LeRoy... Just For Your Information...

Personalities

HERMANN E. FLYNN is back again at his desk in Head Office after an absence of three weeks, during which time he underwent an appendicitis operation.

Bob White is back from his annual vacation.

Mr. and Mrs. A. F. Durkee, parents of Mrs. John E. Kennebeck, arrived on Monday last by the Matson liner, "Mariposa", to spend Xmas with their daughter, son-in-law and grand-children.

Mr. Jack Groves, General Manager of the Far Eastern Dept., who has been on a business visit to Calcutta, will return to his headquarters at Singapore on December 8.



Marlene Dietrich's next starring vehicle has been announced as "Catherine the Great" and so displaces "Her Regiment of Lovers" and "Scarlet Pageant", both of which were chosen as tentative titles for this production.

The Check-Up by Len Jones

ALWAYS first in line with anything worthwhile from the showmanship angle, Paramount introduces with "Midnight Club" and "Jennie Gerhardt" a new process one-colour courier. These couriers have a photogravure finish and are printed with two tone inks, which give a two-colour effect. We are tremendously enthusiastic about the sales possibilities of these new couriers, and I feel sure that all who see them will be likewise. Samples have been forwarded to the sales force this week, and we expect some new records for sales to be created with these new couriers.

Bill Bignell, Adelaide Ad. Sales manager, has been making the best of his opportunities for procuring extra revenue for his department. A splendid sales of 10,000 couriers, and eight special mats was made to the Rex Theatre for "She Done Him Wrong". This material was in addition to an excellent Ad. Sales order covering all other items. Bill also placed a further two "God Save the King" titles with local theatres.

Albert Nicholas, Melbourne Ad. Sales manager, can well be termed "The Twenty-four Sheet King". On top of recent outstanding orders a sale of 9 x 24 sheets on "College Humor" to the Palais Pictures, St. Kilda, was his latest effort.

Paramount

Vol. 7.—No. 50.

Dec. 13, 1933.

PUNCH

FOR 1933

CONCERNING MAE WEST.

YOU have heard of the figures put over by Mae West's latest picture, "I'm No Angel" in all parts of America, England and France, the only countries in which the picture has been released to date. Last week I had the honor and the thrill of seeing this picture, and I can say this, that if this territory does not stack up the same sensational box-office records with "I'm No Angel" there is no excuse for any of us to remain in the show business.

Mae has a line about "You fascinate me" in her new picture, and that's precisely what she has done to millions of theatre-goers these days. We already have proof of that right here with the tremendous success of "She Done Him Wrong".

She has done it so conclusively that Miss West has been signed to a Paramount contract, which calls for two pictures a year for the next four years. There's a powerful incentive for you to get out and plug this star so that she is recognised here too, as she is known within the American industry to-day as "The Greatest Personal Attraction on the Screen."

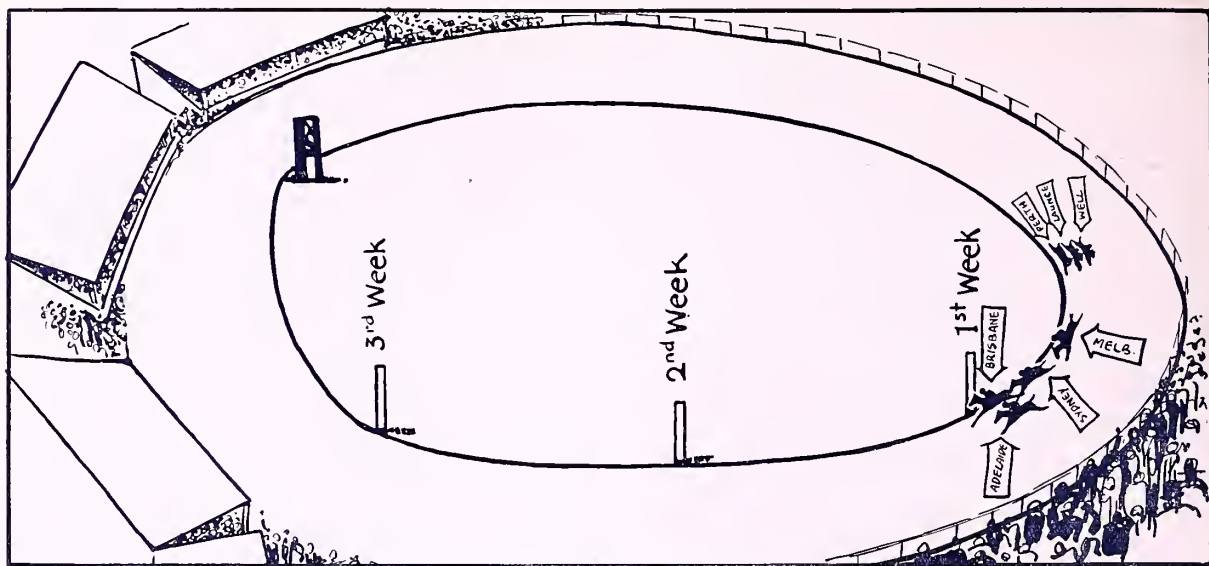
You're going to hear more about "I'm No Angel" than you've heard about any Paramount picture in a long time . . . and every bit of news about it is going to be "record-breaking news".

Murdoch

Published every Wednesday by Paramount Film Service Ltd., Head Office, Sydney, Australia, in the interests of the Paramount organisation in Australia, New Zealand and the Far East.

Reg Kelly—Editor.





With the figures checked for the first week of the December Bookers' Drive, Brisbane got the best of the start, and at the first post leads by a neck from Adelaide, with Sydney sitting in on the rails a close third. Melbourne is several lengths behind the leaders, but is still in a handy position. Returns from Perth, Launceston, and Wellington are not yet available, but you can rest assured that when the next post is reached these Branches will be well up in the running.

FORTY-FIVE PICTURES SET FOR DECEMBER FIRST RELEASE.

PARAMOUNT PICTURES SCOOP SCREENS OF AUSTRALIA.

BOOKERS' DRIVE UNQUALIFIED SUCCESS.

WITH Mr. Hurworth making the pace by setting forty-five Paramount pictures for first-release screening in December, Bookers, with the aid of their Branch Managers and Salesmen have followed up this booking scoop by grabbing all available dates from country and suburban exhibitors, with the result that the first week of the December Bookers' Drive is an unqualified success.

A hot pace has been set for the first week, and returns to hand from Adelaide, Melbourne, Sydney and Brisbane show that every effort has been made by the boys in the field to live up to the promises made several weeks ago. Results are not yet available from New Zealand, Perth and Launceston, but these will be accredited in the next issue of "Punch".

When the Drive was first mooted, Head Office promised the Branches some help with first-releases, and with the announcement that forty-five pictures had been placed in the capital cities of the Commonwealth for December, the Drive has certainly been given a wonderful start.

THERE'S PLENTY OF PUNCH IN THE BLUE RIBBON BUNCH.

PRE - XMAS WEEKS.

PARAMOUNT TO THE FORE.

EXHIBITORS FIGHT SLACK
PERIOD WITH QUALITY
PRODUCT.

"FROM now until Christ-
mas."

To storekeepers and most every other trade and industry, its the boom period of the year, but in Show business the bottom just about falls right out of the Box Office unless . . . unless Exhibitors are fighters and will not take the count lying down.

Unless they make a determined effort to go after the business . . . select good pictures . . . spend more money in advertising . . . then Mr. Storekeeper will get ALL those pennies that have been hoarded for many months.

And so the greatest tribute that could be paid Paramount is the fact that wise exhibitors are depending on Paramount Pictures to keep their seats filled during this bogey month.

The major circuits, the independents, the small country showmen . . . everybody is crying out for good pictures, with the result that our December release schedule is almost crammed to capacity, and the success of the December Bookers' Drive is assured.

A further instance of faith in Paramount, is the fact that the Sydney Prince Edward Theatre has selected a Paramount double feature bill for the pre-Xmas period.

BOOKERS' DRIVE PERSONALITIES.



Folks, meet Frank Heydon, Booker at Melbourne. Frank reckons he has the Bookers' Drive all sewn up and he certainly looks like a guy who means just what he says.

PEULEVE FOR JAVA.



Len Peuleve.

Holland" on December 20.

Joining Paramount seven years ago, Mr. Peuleve has filled the positions of Ad. Sales Manager, Exploitation Manager, and until recently, was Publicity and House Manager of the Capitol Theatre, Melbourne.

PANICS U.S.A.

"I'M NO ANGEL" TOPS GROSSES.

IT'S A NATION-WIDE
CLEAN-UP. ENGLAND
TOO, HONORS MAE.

RIGHT smack on the jaw, Old Man Depression has been delivered a knock-out punch that has echoed through the box-offices of America. And Mae West is the little lady responsible. Her second Paramount starring picture, "I'm No Angel" has rocketed theatre receipts so high that stratosphere balloons are being chartered to check them.

The picture is the greatest sensation America has seen since the introduction of the 18th Amendment.

Some weeks ago we told you how New York flocked to the Paramount Theatre for round the clock sessions . . . how Detroit's queues were served their breakfasts waiting to gain admittance to the theatres. Well gentlemen, you ain't heard nothin' yet.

A recent issue of "Variety" to hand gives page after page of theatre grosses with "I'm No Angel" topping them all. In fact, the figures in almost every case read like the National Debt. It's the greatest clean-up in years. Mr. Hicks cabled that the picture is soaring English box-office receipts to the limit. The whole world has gone ga-ga over Mae. Get set to fly high with Mae West in "I'm No Angel".

IF IT'S A PARAMOUNT PICTURE--IT'S THE BEST SHOW IN TOWN!

Our Back Page of Front Page News

FOR YOUR *Information* by *Reg Felton*

Mae West is settled in Hollywood for at least four years. The star of "She Done Him Wrong" and now "I'm No Angel" has signed a new Paramount contract calling for Mae West, two pictures a year for a period of four years, and so Mae will commence work immediately on "It Ain't No Sin"... Other new contracts with the company have been signed by Carole Lombard, Kent Taylor, Gail Patrick and Dorothea Wieck... With the return of Marlene Dietrich to Hollywood, director Josef von Sternberg has commenced assembling the supporting cast for the star's forthcoming "Catherine the Great"... Signed to date for this picture are Kent Taylor, John Lodge, Louis Dresser and C. Aubrey Smith... Ginger Rogers, has been signed for the feminine lead opposite Jack Oakie and Jack Haley in Paramount's coming musical, "Sitting Pretty"... Judith Allen has certainly been given varied roles since her arrival in Hollywood... "This Day and Age" marked the commencement of her career when DeMille awarded her the leading role, and then followed "Too Much Harmony", "Hell and High Water", and most recently, "The Thundering Herd"... Just For Your Information...



Personalities

FRANK KENNEBECK, Publicity Manager of the Capitol Theatre is to be congratulated on his smart campaign for "Torch Singer", a feature of which was an excellent store tie-up running to full-page ads, window displays and street stunts, and at no cost to the theatre. That's exploitation.

James L. Thornley, General Manager of our Capitol Theatre, Melbourne, is a visitor to head office.

THE sympathy of all Paramounteers is extended to Charles Donaghey, N.S.W. Accountant, who recently suffered the loss of his dad.

Once again Miss Flo Thurston of the H.O. Customs Dept. has been chosen as a member of the N.S.W. Ladies' Rowing crew to row for the Australian title. This year she will occupy the stroke's seat.

HARPO BREAKS LONG SILENCE WITH CHUCKLE

HARPO MARX, silent Marx brother, dashed dizzily off the "Duck Soup" set, set a fast pace for Mae West's dressing room, and banged his way in, shouting:—

"Hey, Lady! Can you spare a diamond?"

The Check-Up by Len Jones

AN Ad. Sales order of approximately 50 per cent. of the film rental was taken by Bill Blood, Sydney salesman, in favour of a country exhibitor at Stockton. Apart from good quantities of lithos, the order included 150 day-bills, 4,000 couriers, a trailer and slides on each attraction. Bill assures us of a minimum of 20 per cent. of film rental on Ad. Sales on all future orders, and his colleague, Noel Gehrig, is just as enthusiastic.

Albert Nicholas, Melbourne Ad. Sales Manager, has been putting in some good work in his territory. Following on a splendid Ad. Sales order obtained from a local circuit for "The Sign of the Cross", a visit to the Regent Theatre, Yarram, resulted in the sale of five various styles of lobby stands, which is certainly a remarkable order from one theatre.

Ron Lawn, Perth Ad. Sales Manager, has recently been responsible for some excellent sales to his first run theatre. His latest effort was 4 x 24 sheets, a trailer and quantities of every other Ad. Sales item available on the productions concerned.

Harry Hill, salesman of the same branch, turned in a most outstanding order on "The Big Broadcast", taken in favour of a showman at Geraldton.



Paramount

Vol. 7.—No. 51.

Dec. 20, 1933

PUNCH

FOR 1933

"THE SONG OF SONGS".

YESTERDAY I saw a picture that is an inspired masterpiece—"The Song of Songs" with Marlene Dietrich playing the greatest role of her career. Here is drama so well conceived, so masterly produced . . . and so sympathetically acted that it will linger in your memory long after other pictures have been forgotten. Here is a picture that will sing a song of £-s-d in the theatre box-offices of the nation. It truly is a "natural".

"The Song of Songs" is a Paramount triumph, and I am sure will gross us as much money as any picture released in a very long while.

In the Little Paramount Theatre yesterday morning were Jim Thornley of our own Capitol Theatre, and Mel Lawton of the Sydney Prince Edward. Both these boys, hard-boiled showmen, were just as enthusiastic about the possibilities of the picture as the boys of Head Office.

Add this one to "I'm No Angel", "The Way to Love", "Cradle Song", "Duck Soup", "Golden Harvest", and you will see what a formidable array of box-office shöckers we have for the New Year.

Murdoch
GENERAL SALES MANAGER.

Published every Wednesday by Paramount Film Service Ltd., Head Office, Sydney, Australia, in the interests of the Paramount organisation in Australia, New Zealand and the Far East.

Reg Kelly—Editor.

WELLINGTON TAKES THE LEAD!

**BRISBANE AND
ADELAIDE LEAD
OTHERS.**

PERTH TAILED OFF.

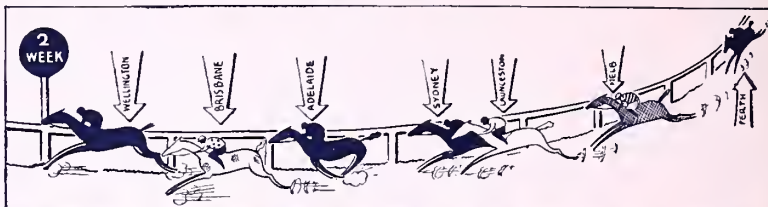
THE check-up made yesterday by Arthur Naylor of the percentages for the second week of the December Bookers' Drive, shows that Wellington has forged ahead and is showing the way to the rest of the field.

Brisbane, who were the early leaders are still close-up holding second place, with Adelaide comfortably handy. Sydney, Launceston and Melbourne are close together, but are giving the New Zealanders a big start. Perth seems to have been left at the post, and with half the journey covered are a long way back. Still, the Westralians are good finishers and you can bet your last cent that they'll be handy in the home stretch.

Jack Edwards, of Brisbane, writes General Sales Manager Hurworth to the effect that he has made his own check-up on his December bookings as against the sales recorded for September, and he figures on finishing with a minimum percentage of 101. This looks like a tough high; but some of the boys are concentrating on a much higher figure than that!

Every member of the Blue Ribbon Bunch is watching the Drive with interest. Mr. Hicks has requested that figures be forwarded him every week.

Bookers, the eyes of Paramount are on you, and the winning post is getting near.



Merry Xmas

To all boys and girls of the Blue Ribbon Bunch I extend my heartiest Greetings of the Season and best wishes for a Happy New Year

I am glad to extend sincere wishes for a Merry Christmas and Happy New Year to every member of the Paramount Organisation and their families.

That the Christmas Season will be filled with joy for every member of the Paramount Organisation, and that the New Year will bring each and all, health and prosperity, is the sincere wish of

JAMES A. SIXSMITH.

May you and yours enjoy a Merry Xmas, and here's hoping that 1934 brings good health and Prosperity. Many thanks for your co-operation and loyalty during the past year.

WM. HURWORTH.

THERE'S PLENTY OF PUNCH IN THE BLUE RIBBON BUNCH.

NACARD AGAIN!

**NEW PRODUCT SOLD
SOLID IN PERTH SUBURBS.**

If you like reading of red-hot action, read this wire received by Mr. Hurworth from George Nacard of Perth:—

PERTH'S XMAS BOX TO YOU STOP SOLD OUT TO ALL SUBURBAN SITUATIONS EXCEPT ONE FOR 1934 STOP POSTING BUNDLE CONTRACTS TODAY TOTAL REVENUE SHOWS CONSIDERABLE INCREASE OVER 1933 STOP WORKING ON COUNTRY SITUATIONS NOW STOP YOU CAN FIGURE ON AT LEAST TWENTY PERCENT INCREASED REVENUE FOR 1934 AS AGAINST CURRENT YEAR REGARDS NACARD.

A couple of months ago, at the conference of Branch Managers in Head Office, George Nacard made a promise. You have just read the news of the fulfilment of that pledge.

Henry, Skipworth To Sing in 'Alice'

Four of Lewis Carroll's poems are being set to music by Dimitri Tiomkin, noted composer, to be sung in Paramount's production of "Alice in Wonderland."

Charlotte Henry as Alice will sing two of the numbers, "You Are Old, Father William," and "Tweedledum and Tweedledee." Alison Skipworth will croon the lullaby, "Wow! Wow! Wow!" In addition, there will be the soup number, "Soup, Soup, Beautiful Soup."

BOOKERS' DRIVE PERSONALITIES.



The guy in the picture is George Hayes of Launceston, one of the principals of the Bookers' Drive. George Lawrence made the sketch from a wedding picture of George; hence the worried look. However, George Hayes is all smiles now that his branch is doing so well in the contest.

Broadway Hit To Be Made By Paramount.

PURSUIT OF HAPPINESS", a play by Alan Child and Isabelle Loudon, which is one of the hits of the current Broadway season, has been purchased by Paramount for early filming.

FLASH!

Dorothea Wieck has been assigned the lead in **MISS FANE'S BABY IS STOLEN!** This announcement by Mr. Emanuel Cohen climaxes the enthusiasm of Studio officials over the unusual box office possibilities of the script. Such a star and such a story mean a Big Money Picture!

"THE SONG OF SONGS"

**FOR PRINCE EDWARD
AND CAPITOL THEATRES.**

MARLENE DIETRICH'S newest Paramount starring vehicle, "Song of Songs", will celebrate its Australasian premiere as the Christmas attraction at Paramount's Capitol Theatre, Melbourne, commencing Saturday next, December 30. It will be presented with Paramount's "One Sunday Afternoon", starring Gary Cooper.

In addition to its Melbourne release, "Song of Songs" has been announced as a coming attraction to the Sydney Prince Edward, but with the phenomenal business being recorded by the present Paramount double feature bill at this theatre, "Torch Singer" and "Midnight Club", it is doubtful whether Sydney fans will see the picture until the New Year.

In New Zealand "Song of Songs" will commence seasons at both Auckland and Wellington early in the New Year.

Hopkins, Skipworth, Oakie in Hecht Play.

MIRIAM HOPKINS, Jack Oakie and Alison Skipworth will be featured in Paramount's picturisation of "The Great Magoo", the play by Ben Hecht and Gene Fowler. No leading man for the great lover (great magoo in carnival slang) part has been selected.

IF IT'S A PARAMOUNT PICTURE—IT'S THE BEST SHOW IN TOWN!

Our Back Page of Front Page News

FOR YOUR
Information
by
Reg Felton

COINCIDENTAL with the announcement that Marlene Dietrich's next starring picture will commence production under the title of "Catherine the Great" is the news that Miss Dietrich's eight year old daughter, Maria Siebert, will make her screen debut in this picture, playing the role of the Empress as a girl... George Bancroft will make his reappearance in a Charles R. Rogers' production for Paramount titled, "The World's Greatest Spender"... William Slavens McNutt and Grover Jones, Paramount's new producing-writing-directing team have signed a new contract following completion of "Hell and High Water" with Richard Arlen and Judith Allen. New contract calls for three pictures during the coming year... Because, to use her own words, "They're plenty hot and need special treatment," Mae West spent an entire week recording two numbers from "I'm No Angel"... "I Want You, I Need You" and "Nobody Loves Me Like That Dallas Man" are the titles... Judith Allen gets a new long term following her appearances in "This Day and Age", "Too Much Harmony" and "Thundering Herd"... Following her appearance in "Too Much Harmony", Grace Bradley has been awarded her first leading role in Paramount's "Girl Without a Room", opposite Charles Farrell, Charlie Ruggles and Marguerite Churchill... Just For Your Information...

THIS is the last issue of "Punch" for 1933. In the New Year your own publication will be given a new suit of clothes and will be issued in new make-up and design every two weeks. Watch for the first issue on Wednesday, January 3.

The editor takes this opportunity in extending thanks to all those Paramounteers who have contributed to "Punch" during the year; particularly to George Lawrence, Reg. Felton, Len Jones, and all Branch Correspondents. To the Market Printery Ltd., we are also indebted for its fine service.

The Check-Up
by Len Jones

ALL the Ad. Sales boys are doing their utmost to help along the figures for the Bookers' Drive. Ad. Sales business for the last two weeks shows a big improvement over previous Ad. Sales revenue and, with such an excellent batch of releases already set for the remainder of December, there should be even a greater improvement for the next two weeks.

Personalities

**I WANT
SEE
BABE?**

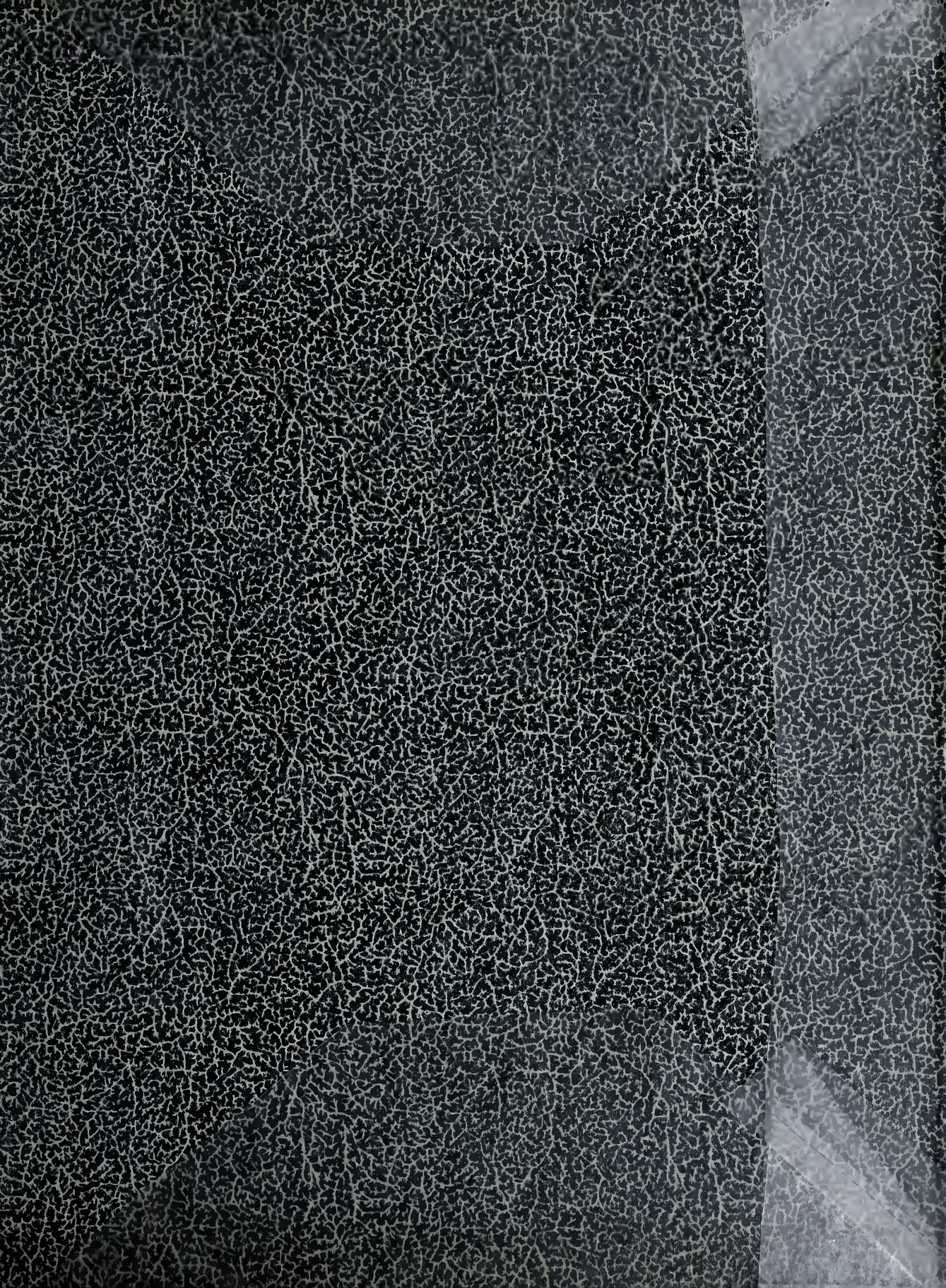


He' laads is Bill Worsley holding babe for thee t'see. Babe's name is Joyce. Bill, King 'as medal for thee.

TO-NIGHT'S the night. Boys and girls of Head Office will make whoopee to-night as the guests of the Paramount Club at a special Xmas Party at the Arts Club. The programme calls for "soup to nuts" to be followed by a dance. Naturally the whole gang will be there.

Last week's splendid sale of lobby frames by Albert Nicholas evidently spurred Max Lovett of Sydney, into action, as Max now reports a sale of three special display stands and two "Nu-Style" 11 x 14 and 1-sheet boards. To top this off, he sold the Prince Edward Theatre, Sydney, 10 x 24 sheets, 10,000 couriers and advertising discs for the current programme, in addition to that theatre's usual miscellaneous material.

Otto Doepel, Advertising Manager in Wellington, is also to be congratulated on his excellent order for "Jennie Gerhardt" and "She Done Him Wrong" obtained from the Regent Theatre, Wellington, and Regent Theatre, Auckland, respectively. Both orders were most comprehensive and included, apart from good quantities of 24-sheets, almost every other Ad. Sales item available.



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